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UNIVERSITY GRANTS COMMISSION
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NET SYLLABUS

SUBJECT: MASS COMMUNICATION AND JOURNALISM

Code No.:63

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Unit - 1

Introduction to Journalism and Mass Communication

a. Concept of Journalism and mass communication, mass communication in India.

b. History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages. Media's role in formulation of states of India.

c. Media criticism and media literacy, Press Council and Press Commissions of India, status of journalism and media education in India. Media policies of the Government of India since Independence.

d. Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches. Information and knowledge societies.

e. Indian traditions and approaches to communication from the Vedic era to the 21st century. Western and Eastern philosophical, ethical and aesthetic perceptions of communication - Aristotle and Plato, Hindu, Buddhist, and Islamic traditions.

f. Media and culture - framework for understanding culture in a globalised world. Globalisation with respect to politico-economic & socio-cultural developments in India.

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Unit - 2

Communication for Development and Social Change

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a. Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences.

b. Development and social change. Issues and post-colonial conceptions.

c. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models.

d. Corporatisation of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication.

e. Emergence of global civil societies, public sphere, global communication system - nation state-universal, national communication policies.

f. Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

Unit - 3

Reporting and Editing

a. News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role.

b. Writing for print, electronic and digital news media. Translation and transcreation.

c. Editing and presentation techniques for print, television and digital media.

d. Journalism as profession, reportage of contemporary issues, ethics of reporting.

e. Critique of western news values, effect of new technology on global communication flows.

f. Niche Reporting.

Unit - 4

Advertising and Marketing Communication

a. Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.

b. Brand management.

c. Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting.

d. Advertising and creativity, language and translation.

e. Advertising campaign and marketing.

f. Advertising and marketing research.

Unit - 5

Public Relations and Corporate Communication

a. Public Relations and Corporate Communication - definition, concept and scope.

b. Structure of PR in State, Public, Private and non-government sectors.

c. Tools and techniques of PR and Corporate Communication.

d. Crisis communication and crisis communication management.

e. Ethics of Public Relations.

f. International Public Relations, communication audit.

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Unit - 6

Media Laws and Ethics

a. Concept of law and ethics in India and rest of the world.

b. The Constitution of India, historical evolution, relevance.

c. Concept of freedom of speech and expression in Indian Constitution.

d. Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organisations.

e. Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.

f. Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organisations, adversarial role of the media, human rights and media.

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Unit – 7

Media Management and Production

a. Definition, concept of media management. Grammar of electronic media.

b. Communication design theories and practice.

c. Media production techniques – print and electronic.

d. Digital media production techniques.

e. Economics and commerce of mass media in India.

f. Principles and management in media industry post liberalisation.

Unit – 8

ICT and Media

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a. ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitisation.

b. Social networking.

c. Economics and commerce of web enabled media.

d. Mobile adaption and new generation telephony by media, ethics and new media.

e. ICT in education and development in India, online media and e-governance.

f. Animation - concepts and techniques.

Unit - 9

Film and Visual Communication

a. Film and television theory.

b. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.

c. Approaches to analysis of Indian television.

d. Visual Communication. Visual analysis.

e. Basics of film language and aesthetics, the dominant film paradigm, evolution of Indian cinema-commercial and 'non-commercial' genres, the Hindi film song, Indian aesthetics and poetics (the theory of Rasa and Dhvani).

f. National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.

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Unit - 10

Communication Research

a. Definition, concept, constructs and approaches to communication research process.

b. Research Designs - types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.

c. Research in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, children's media. Communication, journalism and media research in India.

d. Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, dairy, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).

e. Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.

f. Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.

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CHAPTER 01

Introduction to Journalism and Mass Communication

1. Which of the following best defines the primary characteristic of mass communication?
(A) It involves direct, face-to-face interaction between the sender and receiver.
(B) It uses technology to reach a large, anonymous, and heterogeneous audience.
(C) Feedback is typically immediate, direct, and provided by a small group.
(D) The target audience is small, well-defined, and primarily homogeneous.

2. What is the fundamental activity of journalism?
(A) The gathering, processing, and dissemination of news and information.
(B) The creation of fictional narratives for mass audience entertainment.
(C) The production of promotional advertising content for corporations.
(D) The promotion of government policies through strategic public relations.

3. Given below are two statements.
Statement I: The growth of mass communication in India is exclusively linked to the post-independence era.
Statement II: Mass communication in India encompasses a diverse range of media, including print, electronic, and digital platforms.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

4. Match List I with List II.
List I: (Media Landmark)
P. Bengal Gazette
Q. All India Radio
R. Doordarshan's SITE project
S. Linguistic Reorganisation of States
List II: (Associated Development)
1. Educational television experiment
2. India's first newspaper
3. Role of language press
4. Official public broadcaster
(A) P-2, Q-4, R-1, S-3
(B) P-1, Q-2, R-3, S-4
(C) P-3, Q-1, R-4, S-2
(D) P-2, Q-3, R-1, S-4

5. Which of the following is NOT a primary function of the Press Council of India?
(A) To help newspapers and news agencies maintain their independence.
(B) To build up a professional code of conduct for working journalists.
(C) To act as a court of law and imprison journalists for violations.
(D) To review developments that restrict the free dissemination of news.

6. The concept of 'media literacy' is best understood as:
(A) The specific ability to write articles for mainstream newspapers.
(B) The ability to access, analyze, evaluate, and create diverse media.
(C) The technical skill required to operate media production equipment.
(D) The formal study of global media history within a university setting.

7. Which theory suggests media content should serve the interests of the state and support its policies?
(A) Libertarian Theory
(B) Social Responsibility Theory
(C) Soviet Media Theory
(D) Authoritarian Theory

8. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).

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Assertion (A): Technological determinism posits that a society's technology drives the development of its social structure and cultural values.
Reason (R): Marshall McLuhan's phrase "the medium is the message" is a central idea within technological determinism, suggesting the medium itself shapes society.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

9. In the context of communication studies, the Indian traditions and approaches to communication trace their origins back to which era?
(A) The Mughal era
(B) The British colonial era
(C) The Vedic era
(D) The post-Independence era

10. A framework for understanding culture in a globalised world primarily examines the interaction between:
(A) Local traditions and global media flows.
(B) Government policies and economic growth.
(C) Technological advancements in isolation.
(D) Historical events without modern context.

11. Which of the following statements about journalism and mass communication is incorrect?
(A) Journalism is considered a specific form of mass communication.
(B) Mass communication includes advertising and public relations.
(C) Journalism focuses on providing verifiable public information.
(D) Mass communication always involves a journalistic purpose.

12. Consider the following statements regarding the history of print media in India:
(a) The first newspaper in India was published in an Indian language.
(b) James Augustus Hicky is credited with starting India's first newspaper.
(c) The growth of the language press was a major landmark in Indian media history.
(d) Print media played no significant role in the freedom struggle.
Which of the above statement(s) is/are correct?
(A) (a) and (d) only
(B) (b) and (c) only
(C) (a), (b) and (c) only
(D) (b), (c) and (d) only

13. The First Press Commission of India was primarily constituted to:
(A) Regulate the content of modern digital media platforms.
(B) Formulate advertising policies for government-run media.
(C) Inquire into the state of the press and its democratic role.
(D) Establish journalism education standards across the nation.

14. The 'administrative tradition' in communication research is primarily concerned with:
(A) Critiquing the underlying power structures of media industries.
(B) Understanding communication from historical perspectives.
(C) Challenging the capitalist foundations of private media.
(D) Making existing media systems more efficient and effective.

15. The Western philosophical perception of communication, as influenced by Aristotle, places a strong emphasis on:
(A) The art of rhetoric and persuasion.
(B) The spiritual nature of the message.
(C) The concept of shared commonality.
(D) The importance of silent introspection.

16. What is a key consequence of globalisation on the politico-economic developments in India?
(A) A complete return to protectionist national economic policies.
(B) Increased integration with the global economy and policy shifts.
(C) The total eradication of all local and cottage industries.
(D) The mandatory adoption of a single foreign official language.

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17. A television broadcast of a cricket match is an example of mass communication because:
(A) Every viewer in the audience knows each other personally.
(B) It uses a medium to reach a large, dispersed audience.
(C) Feedback from the viewers to the broadcaster is immediate.
(D) The message is intended for a small group of specialists.

18. Given below are two statements.
Statement I: The growth of electronic media in India began with the privatization of radio channels.
Statement II: Doordarshan was the sole television broadcaster in India for many years.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

19. Which body is often referred to as a 'watchdog of the press' in India, with a mandate to preserve the freedom of the press?
(A) The Ministry of Information and Broadcasting
(B) The Press Information Bureau
(C) The Press Council of India
(D) The Censor Board of India

20. Arrange the following landmarks in Indian media history in chronological order.
(a) Launch of Bengal Gazette
(b) Establishment of All India Radio
(c) Introduction of Satellite Instructional Television Experiment (SITE)
(d) Formation of Prasar Bharati
Codes:
(A) (a), (b), (c), (d)
(B) (b), (a), (d), (c)
(C) (a), (c), (b), (d)
(D) (c), (d), (a), (b)

21. The critical tradition in communication studies, including Marxist approaches, primarily focuses on:
(A) How to increase the net profitability of media firms.
(B) The relationship between communication, power, and ideology.
(C) The effects of media messages on individual behavior.
(D) The measurement of audience size for advertiser needs.

22. The Hindu philosophical approach to communication, which emphasizes the process of achieving 'oneness', is known as:
(A) Sadharanikaran
(B) Rhetoric
(C) Dialectic
(D) Sila

23. Which of the following identifies a correct pair of a theory and its central idea?
(A) Libertarian Theory - Media must serve government needs.
(B) Technological Determinism - Content is more important than medium.
(C) Authoritarian Theory - Media should have absolute freedom.
(D) Social Responsibility Theory - Media has obligations to society.

24. Consider the following statements regarding media's role in the formulation of states in India:
(a) The English-language press was the sole influencer in the linguistic reorganization of states.
(b) The Indian-language press played a crucial role in mobilizing public opinion for state formation based on language.
(c) Media campaigns helped articulate the cultural and linguistic identity of different regions.
(d) The government exclusively used radio to suppress the demands for linguistic states.
(e) The demand for states like Andhra was amplified through print media.
Which of the above statement(s) is/are correct?
(A) (a), (d) and (e) only
(B) (b), (c) and (e) only
(C) (a), (b) and (c) only
(D) (c), (d) and (e) only

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25. The transition from an 'information society' to a 'knowledge society' implies:
(A) A decrease in the total amount of available information.
(B) A shift towards the application and creation of knowledge.

(C) A focus on hardware infrastructure over media content.
(D) The complete replacement of old media by new media.

26. From an Islamic tradition, communication is often perceived as:
(A) A moral and social duty to enjoin good and forbid evil.
(B) A tool for achieving material wealth and status.
(C) A process of debate aimed at proving superiority.
(D) An act detached from spiritual or ethical considerations.

27. The concept of 'globalisation' in the context of socio-cultural developments in India refers to:
(A) The complete isolation of Indian culture from foreign influences.
(B) The uniform replacement of local customs with Western ones.
(C) The government policy of promoting only indigenous media.
(D) The trans-border flow of media leading to complex interactions.

28. One of the main criticisms leveled against Marshall McLuhan's views on media is that they are:
(A) Technologically deterministic, downplaying content and context.
(B) Overly focused on the political-economic aspects of media.
(C) Too critical of the social changes brought by television.
(D) Lacking in any consideration of media's psychological effects.

29. Match List I with List II.
List I: (Press Commission)
P. First Press Commission
Q. Second Press Commission
R. Press Council of India
S. Post-Independence Media Policy
List II: (Key Focus/Recommendation Area)
1. De-linking ownership from editorial control
2. Self-regulatory mechanism
3. Role of press in a newly independent nation
4. Use of media for developmental communication

(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-1, R-2, S-4
(C) P-2, Q-4, R-1, S-3
(D) P-4, Q-3, R-2, S-1

30. Which of the following is NOT a normative theory of the press?
(A) Authoritarian Theory
(B) Two-Step Flow Theory
(C) Libertarian Theory
(D) Social Responsibility Theory

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31. Media criticism involves:
(A) Only praising the achievements of media organizations.
(B) The systematic analysis of media performance and content.
(C) The process of censoring media content before publication.
(D) The act of filing legal cases against working journalists.

32. The term 'journalism' originates from 'journal', which implies a record of:
(A) Fictional stories
(B) Daily occurrences
(C) Philosophical thoughts
(D) Financial accounts

33. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The language press in India was instrumental in the process of state formulation based on linguistic lines.
Reason (R): These newspapers helped create a shared linguistic and cultural identity among people of a region.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

34. A key objective of the media policies of the Government of India since Independence has been:
(A) To ensure media ownership is concentrated in few hands.
(B) To restrict the flow of public information to

citizens.
(C) To utilize media for development and social change.
(D) To promote foreign media content over indigenous content.

35. The Buddhist approach to communication, particularly the concept of 'Samma Vaca' (Right Speech), emphasizes:
(A) Speaking persuasively to win complex public arguments.
(B) Avoiding falsehood, slander, harsh speech, and idle chatter.
(C) Using communication primarily for audience entertainment.
(D) The importance of using ornate and decorative language.

36. Consider the following characteristics regarding media studies:
(a) It often uses qualitative methods of analysis.
(b) It is primarily concerned with improving media efficiency for advertisers.
(c) It examines the relationship between media, ideology, and power.
(d) It is unconcerned with issues of media ownership and control.
(e) Marxist approaches are a part of this tradition.
Which of the above characteristics apply to the 'critical tradition'?
(A) (a), (b) and (c)
(B) (b), (d) and (e)
(C) (a), (c) and (e)
(D) (a), (d) and (e)

37. A critique of the 'information society' concept argues that it:
(A) Overemphasizes the importance of the agricultural sector.
(B) Fails to account for the modern rise of the internet.
(C) Can create a 'digital divide' between social classes.
(D) Is identical to the concept of the 'industrial society'.

38. The philosophical perception of communication attributed to Plato involves:
(A) A deep trust in rhetoric and the art of persuasion.
(B) A preference for dialectic argument to discover truth.
(C) A focus on non-verbal communication as expression.
(D) The belief that communication's main purpose is entertainment.

39. The impact of globalisation on Indian socio-cultural life can be described as:
(A) Complete cultural homogenisation of all regional practices.
(B) Hybridisation and negotiation between global and local cultures.
(C) The strengthening of total cultural isolationism in India.
(D) The total disappearance of all traditional Indian practices.

40. What was a major landmark in the history of electronic media in India before the 1990s?
(A) The launch of numerous private 24/7 news channels.
(B) The widespread availability of Direct-to-Home (DTH) services.
(C) The expansion of the Doordarshan terrestrial network.
(D) The proliferation of internet-based streaming services.

41. Which statement correctly identifies the status of journalism and media education in India?
(A) It is exclusively offered by government-run institutions.
(B) Public and private institutions have both proliferated.
(C) There are no regulatory bodies overseeing media education.
(D) The curriculum has remained unchanged since the 1950s.

42. Communication theories of socio-cultural change study how:
(A) Media technology hardware evolves over long periods.
(B) Communication processes facilitate transformations in norms.
(C) Individuals use media primarily for personal gratification.
(D) Media organizations are structured and managed financially.

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43. The aesthetic perception of communication in the Hindu tradition, as seen in 'Rasa' theory, is concerned with:
(A) The logical validity of a specific spoken argument.
(B) The persuasive power of a political or public speech.
(C) The emotional and experiential flavour of a text.
(D) The factual accuracy of a standard news report.

44. Which of the following is an example of the media's role in the formulation of a state in India?
(A) Live parliamentary debates broadcast on television.
(B) The use of the Telugu press to advocate for Andhra Pradesh.
(C) A government documentary on the national space program.
(D) An advertising campaign for a new consumer product.

45. Consider the following statements about normative theories of mass communication:
(a) They describe how the media actually operates in a given society.
(b) They prescribe how the media ought to or should operate.
(c) The Libertarian theory is an example of a normative theory.
(d) They are primarily focused on the psychological effects of media.
Which of the above statement(s) is/are correct?
(A) (a) and (d) only
(B) (b) and (c) only
(C) (a), (c) and (d) only
(D) (b), (c) and (d) only

46. What distinguishes a 'knowledge society' from an 'information society'?
(A) The capacity for creativity and application of information.
(B) The raw quantity of data available to the public.
(C) The physical speed of digital internet connections.
(D) The total number of available television channels.

47. Marshall McLuhan's concept of the 'global village' refers to:
(A) Electronic media shrinking the world into one community.
(B) The dominance of rural-themed content on television.
(C) A critique of the isolating effects of print media.
(D) A future society where everyone lives in small villages.

48. The Marxist approach to media analysis would most likely focus on:
(A) The gratification audiences receive from consumption.
(B) How media ownership serves the ruling class interests.
(C) The aesthetic quality of national television commercials.
(D) The number of hours people spend watching television.

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49. Given below are two statements.
Statement I: The Press Commissions of India were established to provide financial aid to small newspapers.
Statement II: The recommendations of the Press Commissions have influenced media policy and regulation in India.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

50. The concept of 'mass communication in India' implies an examination of:
(A) Only the communication patterns within the government.
(B) The historical and cultural context of Indian media.
(C) The practices of Indian diaspora communities abroad.
(D) The technical specifications of broadcasting equipment.

51. The primary purpose of media criticism is to:
(A) Increase TRP ratings of commercial news channels.
(B) Foster a more responsible and accountable media system.
(C) Discourage people from consuming any

form of media.
(D) Provide a platform for celebrity and social gossip.

52. The development of Indian language journalism was a significant landmark because it:
(A) Reached a wider audience beyond the English-speaking elite.
(B) Replaced English-language journalism entirely.
(C) Was funded exclusively by the British colonial government.
(D) Focused only on international and foreign news.

53. Communication theories related to agricultural change explore:
(A) How satellite imagery can predict national crop yields.
(B) How communication promotes the adoption of techniques.
(C) The history of farming in ancient global civilizations.
(D) The financial management of agricultural corporations.

54. Match List I with List II.
List I: (Concept)
P. "The medium is the message"
Q. Rhetoric
R. Sadharanikaran
S. Ideological State Apparatuses
List II: (Associated Thinker/Tradition)
1. Aristotle
2. Hindu Tradition (Bharata Muni)
3. Marshall McLuhan
4. Marxist Tradition (Althusser)
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-1, R-2, S-4
(C) P-2, Q-4, R-1, S-3
(D) P-4, Q-3, R-2, S-1

55. In the context of globalisation, the politico-economic developments in India have been characterized by:
(A) Increased state control over all primary industries.
(B) Economic liberalisation and foreign investment.
(C) A complete ban on the import of all foreign goods.
(D) The nationalisation of all existing private companies.

56. The ethical perception of communication in the Buddhist tradition is best captured by:
(A) Persuasion at any cost.
(B) Right Speech (Samma Vaca).
(C) Entertainment value.
(D) Emotional appeal (Rasa).

57. One of the earliest roles of the press in India, particularly during the freedom struggle, was to:
(A) Provide entertainment and escape from political realities.
(B) Act as a tool for political awakening and mobilisation.
(C) Serve as an official mouthpiece for colonial rulers.
(D) Focus exclusively on commercial and business news.

58. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The establishment of the Press Council of India reflects the principles of the Social Responsibility Theory.
Reason (R): The theory posits that the media has obligations to society.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

59. The study of media's role in the formulation of states in India is an example of research in:
(A) Media aesthetics
(B) Political communication
(C) Audience reception studies
(D) Media economics

60. Which statement most accurately reflects a critique of Marshall McLuhan's theories?
(A) His theories are praised for strong empirical evidence.
(B) His work is criticized for ignoring technology's impact.
(C) He is accused of neglecting content and social context.

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(D) His focus on print media made him irrelevant today.

61. Select the incorrect statement regarding the traditions of communication.
(A) Aristotle's approach centered on rhetoric and persuasion.
(B) The Hindu tradition includes the concept of Sadharanikaran.
(C) The Buddhist tradition's 'Right Speech' is an ethical guideline.
(D) Plato gave primary importance to emotion over logic.

62. Consider the following aspects regarding media consumption:
(a) The ability to consume media passively without questioning it.
(b) The skill to analyze the underlying messages and values in media content.
(c) The capacity to evaluate the credibility and reliability of media sources.
(d) The competence to produce and share responsible media messages.
(e) The memorization of television program schedules.
Which of the above are key aspects of media literacy?
(A) (a), (b) and (c) only
(B) (b), (c) and (d) only
(C) (a), (c) and (e) only
(D) (c), (d) and (e) only

63. The term 'public sphere', often discussed in the critical tradition, refers to:
(A) A physical space owned by the government.
(B) A social area where individuals discuss societal problems.
(C) The private lives of celebrities reported in tabloids.
(D) The set of all media organizations in a country.

64. Communication theories of educational change focus on how:
(A) Modern school buildings are constructed and managed.
(B) Public school teachers' salaries are determined.
(C) Media can be used as tools for teaching and learning.
(D) Students form different social groups in school.

65. A 'framework for understanding culture in a globalised world' must consider:
(A) Culture as a static and unchanging entity.
(B) The one-way flow of culture from West to East.
(C) The dynamic interplay between global and local forces.
(D) Culture as being independent of economic factors.

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66. Which was a major landmark in the development of print media in Indian languages?
(A) The launch of the 'Bengal Gazette'.
(B) The establishment of the 'Sambad Kaumudi'.
(C) The introduction of the first electric telegraph.
(D) The first radio broadcast from Mumbai.

67. Given below are two statements.
Statement I: The Second Press Commission recommended the de-linking of ownership of newspapers from other businesses.
Statement II: The government immediately and fully implemented all recommendations of the Second Press Commission.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

68. The administrative tradition in communication research would be most interested in a study that:
(A) Critiques the portrayal of women in advertisements.
(B) Measures the effectiveness of a health campaign.
(C) Analyzes the historical development of 'propaganda'.
(D) Examines how media ownership reinforces inequality.

69. In Plato's philosophy, the ideal form of communication for seeking truth is:
(A) Rhetoric, the art of public speaking.
(B) Poetics, the creation of emotional drama.
(C) Dialectic, a rigorous question-and-answer process.

(D) Mime, a purely non-verbal performance.

70. Arrange the following theoretical perspectives in the general order of their emergence in media studies.
(a) Normative Theories (e.g., Libertarian)
(b) Early Marxist critiques of culture industry
(c) Technological Determinism (McLuhan)
(d) Theories of Globalisation and Media
Codes:
(A) (a), (b), (c), (d)
(B) (b), (a), (d), (c)
(C) (a), (c), (b), (d)
(D) (c), (d), (a), (b)

71. A central theme in the Islamic tradition of communication is the concept of 'Da'wah', which refers to:
(A) The act of debating for intellectual victory.
(B) The invitation to submit to the will of God.
(C) The art of decorative poetic expression.
(D) The principle of keeping silent in public.

72. Globalisation's impact on India's socio-cultural fabric includes the rise of:
(A) A singular, monolithic national culture.
(B) Cultural hybridity, such as 'Hinglish'.
(C) Complete rejection of all traditional practices.
(D) A government ban on foreign television channels.

73. The primary difference between journalism and mass communication is one of:
(A) Medium
(B) Audience
(C) Scope
(D) Technology

74. A key development in electronic media in post-liberalisation India (after 1991) was:
(A) The launch of All India Radio.
(B) The proliferation of private satellite television.
(C) The end of all newspaper publishing.
(D) The introduction of the telegram service.

75. The existence of various Press Commissions in India signifies:
(A) The government's lack of interest in media affairs.
(B) The media's complete freedom from any scrutiny.
(C) A continuous effort to evaluate and improve the press.
(D) The failure of the Indian press to grow.

76. Consider the following statements regarding normative theories of communication:
(a) They are based on empirical data collected from audience surveys.
(b) They put forth ideals for how media systems should be structured and operated.
(c) The Soviet-Communist theory is an example of a normative theory.
(d) The Social Responsibility theory is a modification of the Authoritarian theory.
(e) They are not concerned with the relationship between the press and the government.
Which of the above statement(s) is/are correct?
(A) (a) and (e) only
(B) (b) and (c) only
(C) (c), (d) and (e) only
(D) (a), (b) and (c) only

77. An 'aesthetic perception of communication', as found in Eastern traditions, focuses on:
(A) The factual accuracy of the message.
(B) The moral righteousness of the sender.
(C) The artistic quality of the communication act.
(D) The economic cost of producing the message.

78. Which of the following is NOT a characteristic of the 'information society'?
(A) High value placed on the production of information.
(B) Dominance of the agricultural sector in the economy.
(C) Increased use of information technologies (ICTs).
(D) Information as a key economic resource.

79. The role of media in the formulation of states in India highlights the connection between:
(A) Media, language, and regional identity.
(B) Media and international diplomacy.
(C) Media and sports entertainment.
(D) Media and cinematic arts.

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80. A key media policy of the Government of India in the early decades was to use radio for:
(A) Promoting Western classical music.
(B) Development and educational programs.
(C) Airing political speeches of opposition parties.
(D) Creating a platform for private advertising.

81. A defining feature of mass communication is the 'gatekeeper', who is an entity that:
(A) Consumes the media content.
(B) Controls the flow of information.
(C) Provides feedback to the source.
(D) Manufactures the technology.

82. A critique of Marshall McLuhan's views often points to his theory's lack of attention to:
(A) The history of printing technology.
(B) Content and the political economy of media.
(C) The potential to connect people.
(D) The differences between 'hot' and 'cool' media.

83. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Globalisation has led to increased politico-economic integration for India.
Reason (R): Since the 1990s, India has adopted policies of economic liberalisation.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

84. The growth and development of print media in India was significantly impacted by:
(A) The invention of the mobile phone.
(B) The struggle for independence and reform.
(C) The decline of literacy rates in the 20th century.
(D) The exclusive patronage of British rulers.

85. Which statement accurately describes a function of the Press Council of India?
(A) It provides government funding for all newspapers.
(B) It can issue arrest warrants for journalists.
(C) It adjudicates on complaints against and by the press.
(D) It pre-censors all news articles before publication.

86. Match List I with List II.
List I: (School of Thought)
P. Administrative Research
Q. Critical Research
R. Technological Determinism
S. Normative Theory
List II: (Core Idea)
1. Examines media's relationship with power and ideology.
2. Focuses on media effects and efficiency.
3. Prescribes how media should ideally function.
4. Argues technology shapes society.
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-1, R-4, S-3
(C) P-3, Q-4, R-1, S-2
(D) P-4, Q-3, R-2, S-1

87. The communication approach of Aristotle's 'Rhetoric' is primarily concerned with:
(A) Achieving spiritual enlightenment through communication.
(B) The art of effective and persuasive public speaking.
(C) The process of logical deduction to find absolute truth.
(D) The emotional experience evoked by a theatrical play.

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88. The concept of a 'knowledge society' prioritizes:
(A) The accumulation of raw data.
(B) The generation and use of knowledge for prosperity.
(C) The number of libraries in a country.
(D) The preservation of information in physical archives.

89. Which of the following represents an aesthetic perception of communication from the Indian tradition?
(A) The use of media to sell products.
(B) The 'Rasa' theory of emotional essence.
(C) The legal framework governing broadcasting.
(D) The structure of a news report.

90. The term 'mass' in mass communication refers to an audience that is typically:
(A) Small, intimate, and known to the sender.
(B) Large, anonymous, and geographically scattered.
(C) Composed entirely of experts on the subject.
(D) Located in the same room as the communicator.

91. Which of the following is NOT a major landmark in the history of Indian print media?
(A) The founding of the 'Bengal Gazette' in 1780.
(B) The role of the vernacular press in the freedom struggle.
(C) The implementation of the First Press Commission recommendations.
(D) The first live television broadcast of a Republic Day parade.

92. Which of the following statements about media literacy is incorrect?
(A) It helps individuals become critical consumers of media.
(B) It is only about learning to use computer software.
(C) It includes an understanding of how messages are constructed.
(D) It empowers citizens to create their own media content.

93. Consider the following functions regarding media regulation in India:
(a) To review the ownership patterns of the Indian press.
(b) To penalise journalists with imprisonment for unethical conduct.
(c) To preserve the freedom of the press.
(d) To build up a code of conduct for journalists and news agencies.
Which of the above are functions of the Press Council of India?
(A) (a), (b) and (c)
(B) (b), (c) and (d)
(C) (a), (c) and (d)
(D) (a), (b) and (d)

94. The 'critical tradition' in journalism studies is distinguished by its focus on:
(A) Audience measurement techniques.
(B) Practical effects of advertising.
(C) Questions of power, ideology, and social control.
(D) Improving the efficiency of newsroom workflow.

95. In the context of socio-cultural developments, 'cultural appropriation' is:
(A) The equal and respectful exchange of cultural practices.
(B) The adoption of elements of a minority culture without respect.
(C) The government-led preservation of all cultural forms.
(D) The complete rejection of foreign cultural influences.

96. The communication theories of agricultural change, such as Diffusion of Innovations, examine:
(A) How new ideas and practices spread through a social system.
(B) The chemical composition of commercial fertilizers.
(C) The history of land ownership in modern India.
(D) The impact of monsoon patterns on crop cycles.

97. The 'Satellite Instructional Television Experiment' (SITE) aimed to:
(A) Provide commercial entertainment to urban audiences.
(B) Use satellite technology for development in rural areas.
(C) Compete with American commercial television channels.
(D) Test the technology for mobile phone communication.

98. The status of media education in India today can be characterized by:
(A) A decline in the number of students in the field.
(B) A rapid growth in institutions raising quality concerns.
(C) A complete lack of practical training in the curriculum.
(D) Its availability only at the doctoral level.

99. The difference between the philosophies of Plato and Aristotle is that:

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(A) Plato trusted rhetoric, while Aristotle preferred dialectic.
(B) Aristotle focused on rhetoric, while Plato emphasized dialectic.
(C) Both completely rejected the idea of public speaking.
(D) Aristotle was from the Eastern tradition.

100. Arrange the following events related to Indian electronic media in chronological order.
(a) Experimental television broadcast in Delhi
(b) Introduction of private satellite channels
(c) Regular daily television transmission begins
(d) National colour broadcast (IX Asian Games)
Codes:
(A) (a), (c), (d), (b)
(B) (c), (a), (b), (d)
(C) (a), (d), (c), (b)
(D) (b), (d), (a), (c)

101. Which of the following is a key tenet of the Libertarian Theory of the press?
(A) The press should be an arm of the state.
(B) A marketplace of ideas is the best way to arrive at truth.
(C) The press must be regulated by the state if necessary.
(D) Private ownership of media should be forbidden.

102. A Marxist analysis of media would argue that media content generally:
(A) Upholds and legitimizes the interests of the capitalist class.
(B) Challenges the existing social and economic order.
(C) Provides a neutral and objective view of the world.
(D) Is determined solely by individual audience preferences.

103. From the Vedic era, an early form of communication for sacred knowledge was:
(A) Written regional newspapers.
(B) The oral tradition of chanting (Shruti).
(C) Television broadcasts.
(D) Public relations campaigns.

104. Which of the following is the best example of a "major landmark in print media in Indian languages"?
(A) The publication of 'Udant Martand'.
(B) The launch of India's first internet service.
(C) The first radio broadcast by the IBC.
(D) The establishment of the FTII.

105. Consider the following statements regarding media operations:
(a) Analyzing the framing of news stories.
(b) Evaluating the ethical performance of journalists.
(c) Examining the influence of ownership on media content.
(d) Issuing licenses for broadcasting.
(e) Appointing editors for newspapers.
Which of the above statement(s) is/are correct as part of media criticism?
(A) (d) and (e) only
(B) (a), (b) and (c) only
(C) (a), (d) and (e) only
(D) (b), (c) and (d) only

106. The phrase "the medium is the message" by Marshall McLuhan suggests that:
(A) The communication medium influences society independent of content.
(B) The content being communicated is more important than the channel.
(C) All media carry the exact same message.
(D) The message is determined entirely by the receiver.

107. The ethical dimension of the Hindu perception of communication links to 'Dharma', implying that it should be:
(A) Entertaining and commercially successful above all else.
(B) Used to gain personal power and political influence.
(C) Truthful, righteous, and contribute to social order.
(D) Free from all moral considerations.

108. The concept of a 'globalised world' regarding politico-economic developments in India is associated with:
(A) The Non-Aligned Movement.
(B) The economic liberalisation policies of 1991.
(C) The Swadeshi movement.
(D) The nationalization of banks.

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109. What is the fundamental difference between the Authoritarian and Libertarian theories of the press?
(A) The former advocates state control; the latter advocates freedom.
(B) The former is for private ownership; the latter is for state.
(C) The former applies only to print media.
(D) The former originated in the East.

110. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Media literacy is crucial for citizens in a modern democracy.
Reason (R): A media-literate public is better equipped to critically evaluate information.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

111. Given below are two statements.
Statement I: Journalism and Mass Communication are interchangeable terms for the same concept.
Statement II: Journalism is a specific field within the broader domain of Mass Communication.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

112. The Press Commissions in India were set up by the government to:
(A) Periodically review the press and recommend measures.
(B) Directly manage the day-to-day operations of newspapers.
(C) Train journalists in modern reporting techniques.
(D) Promote Indian films abroad.

113. A key aspect of the 'framework for understanding culture in a globalised world' is the tension between:
(A) Cultural homogenization and heterogenization.
(B) Print media and electronic media.
(C) Administrative and critical research traditions.
(D) Past and present historical events.

114. The Social Responsibility theory of mass communication emerged as a critique of:
(A) The absolute negativism of the Authoritarian theory.
(B) The potential for abuse in the pure Libertarian theory.
(C) The state-control model of Soviet-Communist theory.
(D) The developmental goals of Development Communication.

115. Which statement regarding Indian traditions of communication is correct?
(A) They have a long history, with roots in ancient philosophical texts.
(B) They are entirely borrowed from Western philosophical thought.
(C) They lack any ethical or aesthetic dimensions.
(D) They are relevant only to the study of ancient history.

116. Match List I with List II.
List I: (Media Regulation/Policy Body)
P. Press Council of India
Q. First Press Commission (1954)
R. Prasar Bharati Act
S. Ministry of I&B
List II: (Primary Role)
1. Granting autonomy to AIR and Doordarshan
2. Nodal government body for media policy
3. Statutory, quasi-judicial body for self-regulation of print media
4. First comprehensive review of the press in independent India
(A) P-3, Q-4, R-1, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-2, Q-1, R-4, S-3
(D) P-4, Q-3, R-2, S-1

117. The role of the media in the formulation of states like Maharashtra and Gujarat primarily involved:
(A) Language press mobilizing public opinion for movements.
(B) The English press opposing the creation of these states.

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(C) Radio broadcasts by the government supporting bifurcation.
(D) A lack of any media coverage on the issue.

118. Which of the following is an example of applying a theory of educational change through communication?
(A) A university revising its fee structure.
(B) Use of satellite programs like EDUSAT for schools.
(C) Building a new library on a university campus.
(D) A change in the uniform of school children.

119. A defining characteristic that separates journalism from propaganda is:
(A) The use of a mass medium.
(B) The intention to persuade an audience.
(C) The commitment to verification and objectivity.
(D) The presence of a large audience.

120. Arrange the following Press Commissions/Acts in chronological order of their establishment/ enactment.
(a) First Press Commission
(b) The Press Council Act
(c) Second Press Commission
(d) Prasar Bharati Act
Codes:
(A) (a), (b), (c), (d)
(B) (b), (a), (d), (c)
(C) (a), (c), (b), (d)
(D) (c), (d), (a), (b)

121. What is the most appropriate description of mass communication in the Indian context?
(A) A complex and pluralistic system with public and private media.
(B) A homogenous system dominated by a single language and medium.
(C) A system completely controlled by the central government.
(D) A system that primarily caters to the urban population.

122. Which of the following statements correctly identifies a critique of technological determinism?
(A) It underestimates the role of social factors in shaping technology.
(B) It overestimates the importance of media content.
(C) It gives too much agency to audiences in interpreting messages.
(D) It is only applicable to print media.

123. The Indian approach to communication as derived from the Vedic era is deeply intertwined with:
(A) Commercial advertising principles.
(B) Political campaign strategies.
(C) Spiritual and philosophical discourse.
(D) Techniques of modern filmmaking.

124. Consider the following statements regarding the impact of globalisation on Indian media:
(a) It led to a decrease in the number of media outlets.
(b) It introduced new formats and genres from across the world.
(c) It resulted in increased foreign investment in the Indian media sector.
(d) It completely erased regional and local media.
(e) It led to a greater focus on entertainment-based content.
Which of the above statement(s) is/are correct?
(A) (a), (d) and (e) only
(B) (b), (c) and (e) only
(C) (a), (b) and (c) only
(D) (c), (d) and (e) only

125. The study of 'media and culture' from a critical perspective often investigates:
(A) How dominant ideologies are reproduced through cultural texts.
(B) How to make cultural products more profitable.
(C) The technical specifications of cameras and equipment.
(D) The most popular genres of music in a given year.

126. The 'Development Communication' model suggests media should:
(A) Primarily focus on criticizing the government.
(B) Prioritize national development goals over commercial interests.
(C) Only broadcast entertainment content.
(D) Be completely free from any government

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influence.

127. The historical growth of electronic media in India began with:
(A) Television
(B) The Internet
(C) Radio
(D) Satellite telephony

128. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The study of journalism and media education in India is a growing academic field.
Reason (R): Expansion of the industry has created a demand for professionals.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

129. The Western perception of communication as inquiry through dialogue is most associated with:
(A) Marshall McLuhan's media theories
(B) Plato's Dialogues
(C) Aristotle's Rhetoric
(D) The Hindu concept of Rasa

130. A media policy of the Government of India post-independence that reflected a developmental approach was:
(A) The establishment of SITE for rural education.
(B) The decision to allow 100% foreign ownership.
(C) The hands-off policy towards private radio.
(D) The banning of all regional language newspapers.

131. The concept of 'media criticism' is different from 'media censorship' in that:
(A) Criticism is post-publication; censorship is pre-publication.
(B) Criticism is done by the government.
(C) Criticism is illegal.
(D) There is no difference between the terms.

132. The 'administrative' vs 'critical' traditions in communication are two different:
(A) Normative theories of the press.
(B) Paradigms or approaches to conducting research.
(C) Historical periods in media development.
(D) Models of government media policy.

133. Which of the following is an example of the impact of globalisation on politico-economic developments in India?
(A) The disinvestment in public sector undertakings (PSUs).
(B) The strengthening of the license-permit raj.
(C) The complete ban on multinational corporations.
(D) The return to a barter system of trade.

134. Identify the correct pair.
(A) Sadharanikaran - A Western model of persuasive speech.
(B) Right Speech (Samma Vaca) - A Hindu concept of aesthetics.
(C) Rhetoric - An Aristotelian concept of persuasive communication.
(D) Technological Determinism - A Marxist theory of control.

135. The study of media's role in the formulation of states in India primarily refers to:
(A) The role of media in the integration of princely states in 1947.
(B) The influence of the language press in reorganisation.
(C) The media's coverage of new states like Telangana.
(D) The reporting on international border disputes.

136. The term 'knowledge society' was popularised by:
(A) Karl Marx
(B) Marshall McLuhan
(C) Peter Drucker
(D) Aristotle

137. Which of these is NOT a core component of media literacy?
(A) Access
(B) Acceptance
(C) Analysis

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(D) Evaluation

138. The First Press Commission's work was significant because it was the first time that:
(A) A comprehensive survey of the press was undertaken.
(B) Foreign journalists were banned from working in India.
(C) A government body started its own newspaper.
(D) The internet was regulated.

139. Which of the following is a characteristic of the administrative tradition of communication research?
(A) It is often funded by media organizations to solve practical problems.
(B) It seeks to bring about revolutionary change in the media system.
(C) It is primarily qualitative and philosophical.
(D) It rejects empirical methods of inquiry.

140. Which of the following statements about the history of Indian media is incorrect?
(A) Radio broadcasting in India was started by the government.
(B) Doordarshan started as an experimental service in Delhi.
(C) The Asian Games of 1982 catalyzed colour television.
(D) 'Bengal Gazette' was published by Raja Ram Mohan Roy.

141. The aesthetic perception in Islamic tradition can be seen in:
(A) The artistic form of calligraphy and geometric patterns.
(B) The emphasis on logical debate.
(C) The concept of 'Rasa' or emotional flavor.
(D) The rules for public speaking in a court of law.

142. Globalisation, regarding socio-cultural developments in India, is seen as a double-edged sword because:
(A) It offers access to global culture but also poses erosion threats.
(B) It only brings economic benefits with no cultural impact.
(C) It strengthens local cultures by isolating them.
(D) It affects only the political system.

143. Which of the following correctly describes a concept and its origin?
(A) 'Ethos, pathos, logos' in persuasion is from the Hindu tradition.
(B) Achieving 'commonness' (Sadharanikaran) is from the Western tradition.
(C) 'Right Speech' as an ethical guide is from the Buddhist tradition.
(D) Media as an 'Ideological State Apparatus' is from the Libertarian tradition.

144. Consider the following statements regarding Marshall McLuhan:
(a) He is considered a technological determinist.
(b) He argued that the content of the media is what primarily shapes society.
(c) He coined the term 'global village'.
(d) His work focuses heavily on the political economy of media ownership.
(e) He distinguished between 'hot' and 'cool' media.
Which of the above statement(s) is/are correct?
(A) (a), (c) and (e)
(B) (b), (d) and (e)
(C) (a), (b) and (c)
(D) (c), (d) and (e)

145. A primary focus of a Marxist approach to journalism studies would be:
(A) How the class interests of owners influence news coverage.
(B) How news outlets can increase their advertising revenue.
(C) The psychological gratification that readers get from news.
(D) The chronological development of printing technology.

146. A journalist covering a protest for the creation of a new state based on linguistic identity should ideally:
(A) Provide a balanced account with historical context.
(B) Only interview government officials for the official stance.
(C) Focus entirely on the violence and disruption caused.
(D) Ignore the protest as a local issue.

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147. Given below are two statements.
Statement I: The normative theories of the press describe what the press is.
Statement II: The normative theories of the press prescribe what the press should be.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

148. The transition to a 'knowledge society' is facilitated by:
(A) The convergence of communication and information technologies.
(B) A decrease in national literacy rates.
(C) Government restrictions on access to information.
(D) A focus on manual labor over intellectual work.

149. The ethical framework for communication in the Indian tradition, from the Vedas and Upanishads, prioritizes:
(A) Satya (truth) and Dharma (righteous conduct).
(B) Artha (material gain) above all else.
(C) Moksha (liberation) to the exclusion of social responsibility.
(D) Kama (desire) as the primary motivator for communication.

150. Which is the most significant socio-cultural consequence of the globalisation of media in India?
(A) A dialogue and sometimes conflict between global and local culture.
(B) The complete disappearance of Indian cinema.
(C) The universal adoption of a single language, English.
(D) The isolation of Indian society from the rest of the world.

151. What is a key difference between mass communication and interpersonal communication?
(A) Feedback is delayed and indirect in mass communication.
(B) Mass communication uses technology; interpersonal does not.
(C) Mass communication is for information; interpersonal is for emotion.
(D) Mass communication has a sender and receiver.

152. Match List I with List II.
List I: (Term)
P. Media Literacy
Q. Media Criticism
R. Press Council
S. Press Commission
List II: (Description)
1. A government-appointed body to study the press.
2. The ability to critically analyze and create media.
3. A statutory body for self-regulation.
4. The act of systematically evaluating media performance.
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-4, R-3, S-1
(C) P-3, Q-1, R-4, S-2
(D) P-4, Q-3, R-2, S-1

153. A landmark moment in the growth of electronic media in India was the introduction of colour transmission, to coincide with:
(A) The IX Asian Games in Delhi (1982).
(B) The 1983 Cricket World Cup victory.
(C) The first general elections.
(D) The launch of the INSAT-1B satellite.

154. Communication theories of socio-cultural change are interested in:
(A) The impact of media messages on values and structures.
(B) The evolution of media hardware from tubes to transistors.
(C) The profit margins of media corporations.
(D) The grammatical rules of a language.

155. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The philosophical traditions of both East and West have contributed to the understanding of communication.
Reason (R): Aristotle's Rhetoric focused on persuasion, while Indian traditions focused on achieving commonality.
(A) Both A and R are true and R is the correct explanation of A.

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(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

156. In the globalised world, the framework for understanding media and culture must be:
(A) Transnational, acknowledging the flow across borders.
(B) Ethnocentric, focusing only on one's own culture.
(C) Ahistorical, ignoring the past events.
(D) Technophobic, ignoring the role of technology.

157. Identify the incorrect pair regarding the history of Indian media.
(A) All India Radio - Guglielmo Marconi
(B) Bengal Gazette - James Augustus Hicky
(C) Sambad Kaumudi - Raja Ram Mohan Roy
(D) SITE project - Doordarshan / ISRO

158. Which of the following is a cause-effect relationship consistent with media studies?
(A) Cause: rise of language press; Effect: regional identities.
(B) Cause: media literacy; Effect: passive audience.
(C) Cause: Authoritarian theory; Effect: critical environment.
(D) Cause: Globalisation; Effect: isolation of the economy.

159. The Soviet-Communist normative theory dictates that the media's primary function is to:
(A) Act as a collective agitator and propagandist for the party.
(B) Provide a platform for diverse viewpoints.
(C) Maximize profit for private owners.
(D) Entertain the masses to distract them from politics.

160. Consider the following statements about media policies in India:
(a) Policies have been static and unchanged since 1947.
(b) Policies have often aimed to use media for development and education.
(c) The Prasar Bharati Act was a policy measure to grant autonomy to AIR and DD.
(d) Policies have consistently favoured foreign media over domestic media.
Which of the above statement(s) is/are correct?
(A) (a) and (d) only
(B) (b) and (c) only
(C) (a), (c) and (d) only
(D) (b), (c) and (d) only

161. The concept of 'technological determinism' is most closely associated with:
(A) Marshall McLuhan
(B) Karl Marx
(C) Plato
(D) The Press Council of India

162. An ethical perception of communication from the Buddhist tradition, 'Ahimsa', would translate to:
(A) Avoiding harmful or hateful speech.
(B) Speaking loudly to assert dominance.
(C) Using communication to incite conflict.
(D) Remaining silent in the face of injustice.

163. The role of the media in the formulation of the state of Andhra Pradesh is a classic example of:
(A) The influence of the regional language press in demand for states.
(B) The power of English-language television.
(C) The failure of media to cover important issues.
(D) The central government using media to suppress a movement.

164. The Second Press Commission's recommendation for 'delinking' ownership was aimed at:
(A) Reducing the influence of business interests on editorial content.
(B) Increasing the profits of large industrial houses.
(C) Encouraging more businesses to start newspapers.
(D) Linking newspaper ownership to political parties.

165. Which of the following is NOT a concept from an Eastern tradition of communication?
(A) Logos, Ethos, Pathos
(B) Sadharanikaran
(C) Samma Vaca
(D) Rasa

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166. A major politico-economic development in India linked to globalisation is:
(A) The liberalisation of the economy and opening up of sectors.
(B) The nationalisation of private banks.
(C) The increase in trade protectionism.
(D) The closing down of the stock exchange.

167. A person who can deconstruct a television advertisement to understand its persuasive techniques is demonstrating:
(A) Media literacy
(B) Media illiteracy
(C) Media production skills
(D) Media phobia

168. Given below are two statements.
Statement I: The administrative tradition of research is also known as the critical tradition.
Statement II: The critical tradition is concerned with understanding the relationship between communication and power.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

169. What was the primary objective of the SITE project in 1975-76?
(A) To test the feasibility of using satellite for rural development.
(B) To provide urban viewers with access to films.
(C) To launch a commercial competitor to Doordarshan.
(D) To establish a military surveillance system.

170. Arrange the following communication traditions/theories in chronological order of their conceptualisation.
(a) Aristotle's Rhetoric
(b) Normative Theories of Press
(c) McLuhan's Technological Determinism
(d) Indian Vedic Oral Traditions
Codes:
(A) (d), (a), (b), (c)
(B) (a), (d), (c), (b)
(C) (b), (c), (a), (d)
(D) (c), (b), (d), (a)

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171. A Marxist critique of globalisation's effect on media would argue that it:
(A) Leads to the global expansion of capitalism and corporatism.
(B) Empowers local communities and weakens corporate power.
(C) Creates a truly diverse global public sphere.
(D) Has no relationship with economic systems.

172. The function of journalism to enable citizens to make informed decisions aligns with the needs of:
(A) A democratic society
(B) A totalitarian state
(C) A corporate monopoly
(D) A commercial enterprise

173. The 'status of journalism and media education in India' is marked by a tension between:
(A) Theory and Practice
(B) Quantity and Quality
(C) Public and Private institutions
(D) All of the above

174. Consider the following statements about the history of electronic media in India:
(a) The first television broadcast was in colour.
(b) For many years, Doordarshan was the only television broadcaster.
(c) Private FM radio stations were permitted before private television channels.
(d) The rise of private satellite television happened in the early 1990s.
(e) All India Radio was originally a private company called the Indian Broadcasting Company.
Which of the above statement(s) is/are correct?
(A) (a), (c) and (d)
(B) (b), (d) and (e)
(C) (a), (b) and (c)
(D) (c), (d) and (e)

175. The 'aesthetic perception of communication' refers to:
(A) The focus on the beauty and emotional impact of a message.
(B) The focus on the truth-value of a message.
(C) The focus on the cost-effectiveness of a channel.
(D) The focus on the speed of transmission.

176. Which of the following is an example of a media policy of the Government of India?
(A) The guidelines for FDI in the media sector.
(B) An individual newspaper's decision to launch a new supplement.
(C) A television channel's weekly programming schedule.
(D) The advertising rates charged by a private radio station.

177. The 'critical tradition' in media studies is 'critical' because it:
(A) Seeks to critique power and inequality in the status quo.
(B) Praises the existing media system uncritically.
(C) Focuses only on negative news stories.
(D) Is very difficult to understand.

178. The Indian approach to communication rooted in the Vedic era emphasized 'shruti' and 'smriti', highlighting:
(A) Modern visual media
(B) Oral tradition
(C) Print journalism
(D) Ancient manuscript culture

179. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The linguistic reorganisation of states in India was influenced by the language press.
Reason (R): These newspapers helped create a sense of shared linguistic identity.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

180. Globalisation regarding socio-cultural developments can lead to 'Glocalisation', which means:
(A) Global products and ideas are adapted to suit local preferences.
(B) Global products are sold without any changes.
(C) Local products are sold globally without any adaptation.
(D) Local cultures are replaced by a single global culture.

181. Which statement about the Press Council of India (PCI) is incorrect?
(A) It is a statutory body.
(B) It is headed by a retired Supreme Court judge.
(C) It has the power to impose fines and imprisonment.
(D) Its aim is to safeguard the freedom of the press.

182. The theory of 'Technological Determinism' would argue that:
(A) The invention of the printing press was more socially significant than the content.
(B) The content of books is what led to the Reformation.
(C) Economic forces determine which technologies are developed.
(D) Audiences can resist the influence of technology.

183. A news channel repeatedly shows a biased perspective, ignoring facts. This constitutes a failure in:
(A) The journalistic duty of fairness and impartiality.
(B) Securing high viewership ratings.
(C) Using advanced broadcasting technology.
(D) Following the directives of advertisers.

184. The concept of communication from an Islamic tradition emphasizes that it should be a means of:
(A) Spreading 'Amr bil Ma'ruf' (enjoining good).
(B) Achieving personal fame.
(C) Debating for the sake of argument.
(D) Accumulating wealth.

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185. The growth of Indian language print media was a landmark because it:
(A) Took information beyond the English-speaking elite.
(B) Made newspapers free of cost for everyone.
(C) Published only government-approved news.
(D) Replaced news with entertainment.

186. Which of the following is NOT a normative theory of mass communication?
(A) Agenda-Setting
(B) Authoritarian
(C) Libertarian
(D) Social Responsibility

187. Match List I with List II.
List I: (Philosopher/School)
P. Plato
Q. Aristotle
R. Buddhist Tradition
S. Hindu Tradition (Bharata)
List II: (Core Communication Idea)
1. Rasa (Aesthetic Experience)
2. Samma Vaca (Right Speech)
3. Rhetoric (Art of Persuasion)
4. Dialectic (Quest for Truth)
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-2, S-1
(C) P-2, Q-1, R-4, S-3
(D) P-3, Q-4, R-1, S-2

188. Which of the following is a potential negative socio-cultural impact of globalisation in India?
(A) Increased respect for all local traditions.
(B) The erosion of local cultural practices and languages.
(C) A decline in economic growth.
(D) A reduction in media choices for the audience.

189. The primary task of journalism is to serve the:
(A) Central government
(B) Global corporations
(C) Political interests
(D) General public

190. A landmark in the history of electronic media was the establishment of Prasar Bharati to:
(A) Censor private television channels.
(B) Grant autonomy to AIR and Doordarshan.
(C) Provide financial assistance to filmmakers.
(D) Regulate the national internet.

191. Consider the following statements regarding the concept of a 'knowledge society':
(a) It is a society where the economy is primarily based on agriculture.
(b) It emphasizes the importance of creativity and innovation.
(c) The creation, dissemination, and application of knowledge are central to its functioning.
(d) It is characterized by a low level of technological development.
(e) It is seen as a more evolved stage of an 'information society'.
Which of the above statement(s) is/are correct?
(A) (a), (d) and (e)
(B) (a) and (d) only
(C) (b), (c) and (e)
(D) (b) and (d) only

192. The shift from 'administrative' to 'critical' research represents a shift toward the question:
(A) "How can we make media more profitable?"
(B) "In whose interest does media operate?"
(C) "How do media technologies work?"
(D) "How many people watch television?"

193. In Aristotle's philosophy, a speaker's credibility and character is referred to as:
(A) Pathos
(B) Ethos
(C) Logos
(D) Kairos

194. The growth of media education in India has been largely:
(A) Market-driven, responding to the industry needs.
(B) Stagnant and government-controlled.
(C) Focused exclusively on print journalism.
(D) Unpopular among modern students.

195. The concept of 'media's role in the formulation of states' is best studied through:
(A) Political history and communication
(B) Film studies
(C) International relations
(D) Media economics

196. The 'framework for understanding culture in a globalised world' suggests that culture is:
(A) A dynamic process of negotiation and meaning-making.
(B) A static product that is consumed by audiences.
(C) Independent of any media influence.
(D) Determined solely by national governments.

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197. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Social Responsibility Theory of the press is a compromise.
Reason (R): It supports freedom but insists the press has obligations to society.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

198. What is the key difference between an information society and a knowledge society?
(A) A knowledge society emphasizes the productive use of knowledge.
(B) Information society uses computers; knowledge society does not.
(C) There is no difference; the terms are synonymous.
(D) Information society is about quality; knowledge is about quantity.

199. Which of the following is a major landmark in the history of print media in an Indian language?
(A) The publication of 'Kesari' by Tilak.
(B) The establishment of Reuters agency.
(C) The first broadcast of AIR.
(D) The launch of CNN in India.

200. Which of the following correctly identifies a function of a Press Commission in India?
(A) To conduct daily editorial meetings for newspapers.
(B) To undertake a periodic, holistic review of the press.
(C) To provide real-time fact-checking services.
(D) To set advertising rates for all media.

201. The term 'technological determinism' implies that:
(A) Technology's development is determined by social needs.
(B) Society's development is determined by its technology.
(C) Technology and society are completely independent.
(D) The content of media is determined by technology.

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202. Consider the following statements concerning media and globalisation in India:
(a) Globalisation has led to the entry of transnational media corporations into the Indian market.
(b) The content of Indian media remains completely uninfluenced by global trends.
(c) The phenomenon of 'cultural hybridity' can be seen as a result of globalisation.
(d) Politico-economic policies in India have remained insulated from global trends.
Which of the above statement(s) is/are correct?
(A) (b) and (d) only
(B) (a) and (c) only
(C) (a), (b) and (c)
(D) (b), (c) and (d)

203. The ethical perception of communication in the Hindu tradition is captured in the maxim:
(A) "The medium is the message."
(B) "Might is right."
(C) "Satyameva Jayate" (Truth alone triumphs).
(D) "Carpe Diem" (Seize the day).

204. A key challenge to the status of journalism education in India is:
(A) The gap between curriculum and industry requirements.
(B) The lack of student interest.
(C) The government ban on journalism courses.
(D) The high cost of paper and printing.

205. A critical theorist analyzing media would most likely examine:
(A) How media representations reinforce gender stereotypes.
(B) Which celebrity has the most followers on social media.
(C) The efficiency of a news production workflow.
(D) The demographic profile of a TV show's audience.

206. The aesthetic concept of 'Rasa' in the Indian tradition refers to:
(A) The logical structure of an argument.
(B) The 'flavor' or emotional essence that an audience experiences.
(C) The moral correctness of the message.
(D) The speed of transmission of a message.

207. The liberalisation of the Indian economy in 1991 directly led to:
(A) The proliferation of private satellite television.
(B) The nationalisation of All India Radio.
(C) The creation of the First Press Commission.
(D) The decline of the Indian language press.

208. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The 'Sadharanikaran' model is an Indian contribution.
Reason (R): It emphasizes simplification and achieving shared mental states.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

209. What is the primary subject of inquiry in the study of "media and culture"?
(A) Ways in which media shapes and reflects values.
(B) The financial performance of media companies.
(C) The technical standards for broadcasting.
(D) The biography of media personalities.

210. All of the following are normative theories of the press EXCEPT:
(A) Uses and Gratifications Theory
(B) Development Communication Theory
(C) Social Responsibility Theory
(D) Libertarian Theory

211. The role of Marathi newspapers during the Samyukta Maharashtra movement is an example of:
(A) Media's role in the formulation of states.
(B) The failure of print media.
(C) Media criticism.
(D) A landmark in electronic media.

212. Which of the following is NOT a feature of mass communication?
(A) Rapid feedback
(B) Large audience
(C) Presence of a gatekeeper
(D) Use of technology

213. A key media policy of the Government of India has been to ensure:
(A) A balance between freedom and national interest.
(B) That all media is state-owned.
(C) That only foreign media operates.
(D) That media only provides entertainment.

214. Match List I with List II.
List I: (Theory/Model)
P. Authoritarian Theory
Q. Social Responsibility Theory
R. Technological Determinism
S. Sadharanikaran Model
List II: (Core Concept)
1. Media has obligations to society.
2. The medium shapes society.
3. Media must support the state.
4. Attaining commonness or oneness.
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-1, S-2
(C) P-3, Q-1, R-2, S-4
(D) P-2, Q-4, R-1, S-3

215. In Aristotle's model of communication, the three elements of persuasion are:
(A) Ethos, Pathos, Logos
(B) Sender, Message, Receiver
(C) Noise, Channel, Feedback
(D) Information, Education, Entertainment

216. The critique of McLuhan's views primarily faults him for:
(A) Being a determinist who neglects context.
(B) Ignoring the existence of electronic media.
(C) Focusing too much on media content.
(D) Championing Authoritarian theory.

217. The concept of media literacy empowers an individual to:
(A) Become a more discerning and critical consumer.
(B) Unquestioningly accept all information.
(C) Repair television sets and radios.
(D) Work as a government censor.

218. Arrange the following media developments in India in chronological order:
(a) The Press Council of India is established.

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(b) The Bengal Gazette is published.
(c) Private players enter the FM radio market.
(d) Doordarshan begins colour broadcast.
Codes:
(A) (b), (a), (d), (c)
(B) (a), (b), (c), (d)
(C) (b), (d), (a), (c)
(D) (d), (c), (b), (a)

219. A Marxist approach to analysing the media industry would focus on:
(A) Ownership patterns and ideological implications.
(B) The aesthetic quality of programming.
(C) Audience reception and interpretation.
(D) The latest technological innovations.

220. The growth and history of electronic media in India is linked to the role of:
(A) All India Radio (AIR) and Doordarshan (DD).
(B) The Times of India and The Hindu newspapers.
(C) The Press Trust of India (PTI).
(D) The Indian film industry based in Mumbai.

221. The Press Commissions examinations of the press show a commitment to which theory?
(A) Social Responsibility Theory
(B) Authoritarian Theory
(C) Libertarian Theory
(D) Soviet-Communist Theory

222. Which of the following is a key aspect of the Hindu philosophical perception?
(A) Achieving shared consciousness (Sadharanikaran).
(B) The emphasis on winning arguments at all costs.
(C) A disregard for truth in public speech.
(D) The rejection of emotional elements.

223. Consider the following statements regarding journalism:
(a) It is synonymous with public relations.
(b) Its core function is the dissemination of verified information.
(c) It plays the role of a watchdog in a democracy.
(d) It is not a form of mass communication.
(e) It is exclusively practiced through print media.
Which of the above statement(s) is/are correct?
(A) (a) and (d) only
(B) (b) and (c) only
(C) (d) and (e) only
(D) (a), (d) and (e)

224. The term 'global village', coined by Marshall McLuhan, describes how:
(A) Electronic media contract the globe into one space.
(B) People are moving back to agricultural villages.
(C) The world is becoming more fragmented.
(D) Print media created a Sense of community.

225. Which represents a major landmark in Indian language print media?
(A) Role of publications during the freedom struggle.
(B) Invention of the movable type press in Germany.
(C) The first transatlantic radio signal transmission.
(D) The launch of the BBC World Service.

226. Media policies of the Government of India have evolved in response to:
(A) Technological changes and social needs.
(B) The demands of foreign governments exclusively.
(C) The whims of individual politicians.
(D) A static, unchanging media environment.

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227. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): A 'knowledge society' is a more advanced stage.
Reason (R): It emphasizes transforming information into knowledge.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

228. The "critical tradition" in media studies is primarily influenced by:
(A) The Frankfurt School and Marxist theories.

(B) Behavioural psychology and quantitative methods.
(C) Management theories and efficiency models.
(D) Libertarian philosophy and principles.

229. The Buddhist artist ethical perception, 'Samma Vaca' (Right Speech), is part of:
(A) The Noble Eightfold Path
(B) The Four Noble Truths
(C) The Tripitaka
(D) The Jataka Tales

230. The process where global media content is adapted to fit local cultures is:
(A) Glocalisation
(B) Cultural imperialism
(C) Cultural homogenisation
(D) Cultural isolation

231. The 'status of journalism and media education in India' reflects a debate between:
(A) Theoretical knowledge versus practical skills.
(B) Role of English versus regional languages.
(C) Regulation of quality in an expanding sector.
(D) All of the above.

232. The First Press Commission (1954) was a major event because it:
(A) Recommended the Press Council and ethics code.
(B) Banned all newspapers critical of the government.
(C) Nationalized the entire newspaper industry.
(D) Introduced internet censorship for the first time.

233. The concept of 'mass communication in India' must take into account:
(A) Linguistic and regional diversity.
(B) A uniform and singular culture.
(C) Lack of technological development.
(D) Absence of a rural population.

234. The historical development of print media in India is closely linked to:
(A) Independence and social reform movements.
(B) The Industrial Revolution in Europe.
(C) The growth of the American film industry.
(D) The invention of the telephone.

235. Which of the following is an example of media criticism?
(A) An academic paper analyzing news portrayals.
(B) A government order to shut down a channel.
(C) The act of buying a newspaper.
(D) A celebrity's social media post.

236. A fundamental assumption of the Libertarian theory of the press is that:
(A) Humans are rational beings capable of discerning truth.
(B) The state is the ultimate arbiter of truth.
(C) People need to be protected from ideas.
(D) The press has an obligation to support government.

237. The 'Diffusion of Innovations' theory was largely developed by:
(A) Everett Rogers
(B) Marshall McLuhan
(C) Paul Lazarsfeld
(D) Plato

238. Which of the following statements about Indian traditions of communication is correct?
(A) They offer rich philosophical and aesthetic insights.
(B) They are exclusively concerned with non-verbal forms.
(C) They are a recent development of the 21st century.
(D) They are identical to Western traditions.

239. A major socio-cultural effect of globalisation on India is the:
(A) Increased availability of global brands and products.
(B) Complete isolation of Indian culture.
(C) Banning of all regional languages.
(D) Decline in the use of the internet.

240. Match List I with List II.
List I: (Landmark)
P. 'Udant Martand'
Q. SITE
R. Prasar Bharati
S. Linguistic Reorganisation
List II: (Associated Media)

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1. Electronic Media (Radio & TV)
2. Indian Language Print Media
3. Language Press
4. Electronic Media (Satellite TV)

(A) P-2, Q-4, R-1, S-3
(B) P-1, Q-2, R-3, S-4
(C) P-3, Q-1, R-4, S-2
(D) P-4, Q-3, R-2, S-1

241. The "administrative and critical traditions" are two approaches to:
(A) Communication research
(B) Media ownership
(C) Journalistic writing
(D) Policy-making

242. The ethical dimension of Plato's view on communication is that:
(A) The goal should be to lead the soul toward truth.
(B) A speaker can make weak arguments appear strong.
(C) Emotional appeal is more important than truth.
(D) Communication should be free from constraints.

243. A key difference between 'journalism' and 'entertainment' is:
(A) The primary purpose of the content.
(B) The medium used.
(C) The size of the audience.
(D) The technology involved.

244. The growth of electronic media in India was characterized by:
(A) State monopoly through AIR and Doordarshan.
(B) Dominance by private foreign companies.
(C) Absence of any radio or television services.
(D) Equal competition between broadcasters.

245. The Press Council of India's power is primarily:
(A) Moral, with the ability to censure.
(B) Punitive, with the ability to imprison.
(C) Financial, with the ability to levy fines.
(D) Political, with the ability to change policy.

246. The Marxist critique argues that media institutions are part of the:
(A) Superstructure that maintains the capitalist base.
(B) Superstructure that challenges the economic base.
(C) Structure independent of the economic base.
(D) Physical infrastructure of the economic base.

247. Which of the following correctly describes a concept from an Eastern tradition?
(A) Sadharanikaran: The Hindu concept of sharedness.
(B) Dialectic: The Islamic art of storytelling.
(C) Pathos: The Buddhist principle of right speech.
(D) Logos: The Vedic idea of emotional experience.

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248. The role of media in the formulation of states in India highlights the power to:
(A) Shape and reinforce collective identities.
(B) Entertain diverse national audiences.
(C) Generate advertising revenue for firms.
(D) Disseminate technological information.

249. Which of the following is NOT a characteristic of mass communication?
(A) It involves highly rapid and immediate feedback.
(B) It targets a large and anonymous audience.
(C) It involves the presence of a gatekeeper.
(D) It utilizes technology to reach the audience.

250. The Indian approach rooted in the Vedic era emphasized 'shruti' and 'smriti', highlighting:
(A) Oral tradition
(B) Visual media
(C) Print journalism
(D) Digital media

Direction : Please read the following source carefully.

The concepts of journalism and mass communication, while often used interchangeably, possess distinct yet overlapping meanings. Journalism is primarily concerned with the gathering, processing, and dissemination of news and information to a broad audience, adhering to principles of accuracy, objectivity, and public accountability. It functions as a critical institution within a democracy, often referred to

as the 'Fourth Estate'. Mass communication, on the other hand, is a broader process involving the creation and transmission of messages through media technologies to large, anonymous, and heterogeneous audiences. It encompasses not only journalism but also entertainment, advertising, and public relations. In the context of India, a nation characterized by vast linguistic, cultural, and socio-economic diversity, mass communication plays a pivotal role. It serves as a vehicle for social change, a platform for political discourse, a tool for education and development, and a purveyor of cultural expression. The scale of mass communication in India is immense, with a media landscape that includes thousands of newspapers, hundreds of television channels, and a rapidly expanding digital media ecosystem, all contributing to the shaping of public opinion and national identity in a complex, pluralistic society.

Based on the above source, attempt the following five questions.

251. According to the passage, what is the primary distinction between journalism and mass communication?
(A) Journalism is state-controlled, whereas mass communication is a private enterprise.
(B) Journalism is a specific practice of news dissemination, while mass communication is a broader process including entertainment and advertising.
(C) Journalism is limited to print media, while mass communication includes electronic media.
(D) Journalism focuses on entertainment and advertising, whereas mass communication is concerned with news.

252. The passage describes journalism's function as the 'Fourth Estate' to emphasize its role as:
(A) a critical institution providing checks and balances in a democracy.
(B) a commercial industry focused on profit.
(C) a branch of the government's information ministry.
(D) an entertainment provider for the masses.

253. In the Indian context, as described in the source, which of the following is NOT mentioned as a role of mass communication?
(A) Acting as a vehicle for social change and development.
(B) Serving as a platform for political discourse.
(C) Functioning as a regulatory body for political parties.
(D) Aiding in the shaping of public opinion and national identity.

254. Based on the description of the audience in mass communication, which characteristic is most accurate?
(A) The audience is small, homogenous, and personally known to the communicator.
(B) The audience is geographically concentrated in a single location.
(C) The audience consists exclusively of media professionals and journalists.
(D) The audience is large, diverse, and not individually identified.

255. What inference can be drawn about the media landscape in India from the passage?
(A) It is a monolithic system controlled by a single entity.
(B) It is a stagnant field with very little growth.
(C) It is a complex and pluralistic system with a wide reach across different media forms.
(D) It primarily serves a single linguistic and cultural group.

Direction : Please read the following source carefully.

The history of print media in India is a narrative deeply intertwined with the country's struggle for independence and social reform. While the inception of printing can be traced back to the Portuguese in the 16th century, the era of newspapers began with James Augustus Hicky's 'Bengal Gazette' in 1780. A major landmark in this historical trajectory was the rise and proliferation of the print media in Indian languages. These vernacular newspapers became powerful instruments in the hands of nationalist leaders and social reformers to articulate dissent against colonial rule, foster a sense of national consciousness, and debate societal issues. They effectively bypassed the English-educated elite to communicate directly with the masses in their own languages, thus playing a critical role in mobilizing public opinion for the freedom struggle. Post-independence, the print media underwent significant consolidation and expansion, aided

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by advancements in printing technology and rising literacy rates. The growth of the Indian language press, in particular, has continued unabated, reflecting the sub-continent's linguistic diversity and cementing the newspaper's role as a vital component of India's democratic fabric. The journey from a few colonial-era gazettes to a thriving multi-lingual industry marks a significant development in India's communication history.

Based on the above source, attempt the following five questions.

256. What does the passage identify as a major landmark in the growth of print media in India?
(A) The exclusive focus on English language newspapers after independence.
(B) The emergence and spread of newspapers in various Indian languages.
(C) The establishment of printing presses by the Portuguese in the 16th century.
(D) The decline of print media with the advent of technology.

257. According to the source, what was a primary function of Indian language newspapers during the pre-independence era?
(A) To serve as an official gazette for the colonial administration.
(B) To provide entertainment and lifestyle content to the elite.
(C) To exclusively report on international affairs and trade.
(D) To mobilize public opinion and articulate dissent against colonial rule.

258. The passage suggests that the growth of the post-independence print media was facilitated by which two factors?
(A) Technological advancements and increasing literacy.
(B) Government subsidies and the decline of electronic media.
(C) A focus on single-language reporting and colonial patronage.
(D) The banning of foreign newspapers and political patronage.

259. What was the strategic advantage of the Indian language press in communicating with the masses, as mentioned in the text?
(A) They were less expensive than their English counterparts.
(B) They avoided censorship from the colonial government.
(C) They could communicate directly with people in their native tongue, bypassing the elite.
(D) They were the only form of media available to the general public.

260. Which statement best reflects the overall development of print media in India as described in the passage?
(A) It evolved from a colonial enterprise into a vital, multi-lingual pillar of Indian democracy.
(B) It has been a static industry with little change since its inception.
(C) Its influence has been completely overshadowed by electronic media.
(D) It was primarily an instrument of social reform with no political role.

Direction : Please read the following source carefully.

The development of electronic media in India represents a paradigm shift from a state-controlled monopoly to a vibrant, commercialized, multi-channel environment. The journey began with the advent of radio, with All India Radio (AIR) being established as the official public broadcaster. For decades, radio was the primary source of news and entertainment for millions, serving a crucial role in disseminating government information and promoting national integration. The introduction of television was a subsequent, and equally significant, landmark. Doordarshan, the state-run television broadcaster, began its services with an initial focus on educational and developmental programming. A pivotal moment in the history of Indian electronic media occurred in the early 1990s with the satellite television boom. This development ended the state's broadcasting monopoly, ushering in an era of private and foreign satellite channels. This liberalization led to an explosion in programming choices, from news and current affairs to a wide array of entertainment formats. The transition has fundamentally altered the media consumption habits of the Indian populace and transformed the industry into a major economic sector, reflecting the broader economic and social

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changes occurring in the country.

Based on the above source, attempt the following five questions.

261. According to the passage, what was the initial focus of Doordarshan's programming?
(A) Commercial advertising and soap operas.
(B) Live sports and international films.
(C) Political debates and party broadcasts.
(D) Educational and developmental content.

262. The passage identifies the "satellite television boom" of the early 1990s as a major landmark primarily because it:
(A) reinforced the government's control over broadcasting.
(B) ended the state's monopoly and introduced private channels.
(C) led to the shutdown of All India Radio.
(D) was exclusively focused on Indian language programming.

263. What was the role of All India Radio (AIR) in the initial decades of electronic media in India?
(A) To function as a commercial competitor to private radio stations.
(B) To broadcast content exclusively for an urban, elite audience.
(C) To serve as the primary public broadcaster for news and national integration.
(D) To focus solely on entertainment without any news content.

264. What fundamental shift in the electronic media environment is described in the passage?
(A) A shift from a commercialized system to a state-controlled monopoly.
(B) A transition from radio dominance to complete print media control.
(C) A change from privately owned media to a fully public broadcasting system.
(D) A movement from a state-run monopoly to a multi-channel commercial system.

265. Based on the source, what was a significant consequence of the liberalization of television broadcasting in India?
(A) A fundamental change in media consumption habits and a wider choice of content.
(B) A decrease in the number of television viewers.
(C) A return to educational-only programming across all channels.
(D) The complete disappearance of the state-run broadcaster, Doordarshan.

Direction : Please read the following source carefully.

The media, particularly the Indian language press, played an instrumental role in the formulation and reorganization of states in India on a linguistic basis. In the years following independence, the demand for states based on shared language gained significant momentum, and the press became a primary arena for this political mobilization. Newspapers and periodicals published in languages like Telugu, Marathi, and Gujarati became powerful vehicles for fostering and consolidating a sense of distinct linguistic identity among their readers. They articulated the cultural, economic, and political arguments for the creation of separate states, effectively shaping and amplifying public opinion. For instance, the press was central to the movement for a separate Andhra state for Telugu speakers and later in the agitations that led to the bifurcation of the Bombay State into Maharashtra and Gujarat. By providing a consistent platform for regional aspirations, publishing articles, editorials, and letters from the public, the language press not only informed but also galvanized communities. This function highlights the media's capacity to influence policy and contribute to significant political restructuring by acting as a conduit and a catalyst for popular movements rooted in cultural and linguistic identity.

Based on the above source, attempt the following five questions.

266. What was the primary role of the Indian language press in the linguistic reorganization of states?
(A) To oppose the creation of states based on language.
(B) To foster linguistic identity and mobilize public support for new states.
(C) To act as a neutral observer without influencing public opinion.
(D) To publish official government decrees regarding state boundaries.

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267. The passage cites the movements for Andhra, Maharashtra, and Gujarat as examples of:
(A) media's failure to influence political outcomes.
(B) instances where the language press played a key role in state formulation.
(C) states that were formed based on economic criteria alone.
(D) movements that were exclusively led by English-language newspapers.

268. According to the passage, how did the language press galvanize communities?
(A) By providing a platform for regional aspirations and public discourse.
(B) By exclusively publishing entertainment content.
(C) By promoting a single national language for all states.
(D) By restricting their circulation to capital cities.

269. The role of the press in the formulation of states, as described, underscores the media's capacity to:
(A) function solely as an arm of the central government.
(B) remain detached from all socio-political movements.
(C) influence policy and contribute to political restructuring.
(D) focus only on international news and ignore domestic issues.

270. Based on the source, the demand for linguistic states was rooted in:
(A) the media's desire for higher circulation figures.
(B) a central government directive to reorganize all states.
(C) the economic interests of newspaper owners.
(D) a popular movement based on shared cultural and linguistic identity.

Direction : Please read the following source carefully.

The institutional landscape governing media in India includes several key bodies designed to uphold standards and guide policy. Central among these is the Press Council of India (PCI), a statutory, quasi-judicial body established to preserve the freedom of the press and to maintain and improve the standards of newspapers and news agencies. The PCI acts as a self-regulatory watchdog for the print media. Complementing this, various Press Commissions have been constituted by the government at different times to conduct comprehensive reviews of the press, examining its structure, ownership, and performance, and to recommend measures for its growth and development. The existence of such bodies underscores the importance of media criticism and the promotion of media literacy, which equips citizens to critically evaluate media content. Parallel to these regulatory and advisory frameworks, the status of journalism and media education has evolved significantly, with numerous institutions now offering specialized training. Furthermore, the media's functioning has been shaped by various media policies of the Government of India since Independence, which have sought to balance the ideals of free expression with developmental objectives and national interest, influencing everything from broadcasting rights to content regulation.

Based on the above source, attempt the following five questions.

271. What is the primary mandate of the Press Council of India (PCI) as described in the passage?
(A) To control the content of electronic media and television.
(B) To issue licenses for starting new newspapers and magazines.
(C) To preserve press freedom and maintain standards for print media.
(D) To fund journalism and media education institutions.

272. The passage suggests that the main purpose of constituting Press Commissions is to:
(A) conduct daily censorship of newspaper articles.
(B) perform comprehensive reviews of the press and recommend improvements.
(C) prosecute journalists who are critical of the government.
(D) manage the financial operations of media houses.

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273. The existence of the PCI and Press Commissions is linked in the text to the promotion of:
(A) government ownership of all media outlets.
(B) entertainment-focused journalism.
(C) a single, unified media policy for all of Asia.
(D) media criticism and media literacy.

274. According to the source, the media policies of the Government of India since Independence have aimed to:
(A) balance free expression with developmental and national interests.
(B) nationalize the entire press and broadcasting industry.
(C) promote only government-friendly news and information.
(D) restrict the growth of media education in the country.

275. Based on the description, the Press Council of India can be best characterized as:
(A) a government department with direct executive power.
(B) a trade union for journalists and media workers.
(C) a statutory, self-regulatory body for the print media.
(D) a private corporation that owns major newspapers.

Direction : Please read the following source carefully.

*The study of mass communication is underpinned by various models and theories that seek to explain its complex processes and effects. Communication models, such as the linear model proposed by Harold Lasswell ("Who says what in which channel to whom with what effect?") or the more technical Shannon-Weaver model, conceptualize communication as a process of transmitting a message from a source to a receiver. While useful, these linear models are often criticized for their simplicity and have been supplemented by transactional models that view communication as a simultaneous exchange between participants. Beyond process models, a significant area of study is the normative theories of the press. These theories, including the Authoritarian, Libertarian, Social Responsibility, and Soviet Communist frameworks, are not descriptive of how the media actually works, but rather prescriptive of how it *should* ideally function in relation to society and government. For instance, the Libertarian theory posits that the media should be a free marketplace of ideas, completely independent of government control, whereas the Social Responsibility theory modifies this by adding an obligation for the media to act in the public interest, accepting some limited regulation to ensure this. These theories provide essential frameworks for comparing and evaluating different media systems across the world.*

Based on the above source, attempt the following five questions.

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276. What is the primary purpose of the normative theories of the press mentioned in the passage?
(A) To prescribe the ideal role and function of the media in society.
(B) To describe the technical process of message transmission.
(C) To analyze the historical development of a single media outlet.
(D) To measure the commercial success of media corporations.

277. The passage contrasts linear communication models with transactional models, suggesting that transactional models:
(A) are simpler and focus only on the sender.
(B) view communication as a one-way process of transmission.
(C) are applicable only to print media, not electronic media.
(D) conceptualize communication as a simultaneous exchange.

278. According to the source, the Social Responsibility theory modifies the Libertarian theory by introducing the concept of:
(A) complete government ownership of the media.
(B) the media's obligation to act in the public interest.
(C) the media's right to publish anything without any consequences.
(D) the elimination of all advertising from the media.

279. Lasswell's model ("Who says what in which channel to whom with what effect?") is presented as an example of:

(A) a transactional model of communication.
(B) a normative theory of the press.
(C) a linear model of communication.
(D) a critique of the Authoritarian theory.

280. The four frameworks (Authoritarian, Libertarian, Social Responsibility, Soviet Communist) are collectively known as:
(A) models of interpersonal communication.
(B) administrative research traditions.
(C) theories of technological determinism.
(D) normative theories of the press.

Direction : Please read the following source carefully.

Within communication studies, a significant distinction exists between administrative and critical traditions. Administrative research primarily focuses on improving the efficiency and effectiveness of communication, often serving institutional or commercial goals by studying audience effects. In contrast, critical traditions, heavily influenced by Marxist approaches, analyze media from a different vantage point. The Marxist perspective views the media not as a neutral conduit of information but as a crucial component of the "ideological state apparatus." From this viewpoint, media institutions are seen as tools that serve the interests of the dominant, ruling class by propagating ideologies that uphold the capitalist status quo and manufacture consent. Another influential, though distinct, perspective is Technological Determinism, most famously articulated by Marshall McLuhan. His aphorism, "the medium is the message," posits that the technology of a medium, rather than its content, is the primary force shaping human thought and social organization. However, McLuhan's views face critique for potentially overlooking the significance of the actual content being communicated and the socio-economic context in which media operates. These diverse theoretical lenses, from Marxist critiques to technological determinism, are essential for understanding the transition to and functioning of modern information and knowledge societies.

Based on the above source, attempt the following five questions.

281. What is the fundamental difference between administrative and critical traditions in communication research?
(A) Administrative research focuses on media efficiency, while critical research analyzes power structures and ideology.
(B) Administrative research uses qualitative methods, while critical research uses quantitative methods.
(C) Administrative research is a European tradition, while critical research is an American one.
(D) Administrative research studies print media, while critical research studies electronic media.

282. According to the Marxist approach described in the passage, the media primarily serves to:
(A) challenge the authority of the ruling class.
(B) propagate ideologies that support the dominant class and the status quo.
(C) provide a neutral platform for all political ideologies.
(D) promote a classless, egalitarian society.

283. Marshall McLuhan's concept of "the medium is the message" is a central tenet of which theory?
(A) Marxist Media Theory
(B) Technological Determinism
(C) Administrative Research
(D) Social Responsibility Theory

284. The passage mentions a key critique of Marshall McLuhan's views, which is that they tend to:
(A) neglect the importance of media content and its socio-economic context.
(B) overemphasize the role of the audience in creating meaning.
(C) focus too much on the historical context of media.
(D) be applicable only to pre-industrial societies.

285. The Marxist term "ideological state apparatus" suggests that the media functions as:
(A) a direct and coercive arm of the government.
(B) an institution that shapes beliefs and values to maintain power structures.
(C) an institution that shapes beliefs and values to maintain power structures.
(D) a completely independent and oppositional force in society.

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Direction : Please read the following source carefully.

Indian traditions and approaches to communication boast a history that extends from the Vedic era to the contemporary digital age, offering perspectives that predate and differ from modern Western models. In the Vedic period, communication was predominantly an oral tradition, with the spoken word, ritual chants, and hymns being central to the transmission of knowledge, culture, and social norms. This emphasis on oral performance highlights a deeply embedded understanding of communication's communal and spiritual functions. Over the centuries, this evolved to include various forms like inscriptions, manuscripts, and a rich tapestry of folk media—such as puppetry, folk theatre, and ballads—which served as vital channels for storytelling, moral instruction, and social commentary. A significant contribution from Indian thought is the indigenous communication model of 'Sadharanikaran'. Derived from Sanskrit, this concept emphasizes the process of achieving 'commonness' or shared understanding between communicators. Unlike many Western linear models that focus on the transmission of a message from a source to a receiver, Sadharanikaran highlights the importance of shared experience, empathy, and mutual comprehension for communication to be truly successful. This philosophical engagement underscores a long-standing, nuanced understanding of communication within the Indian subcontinent.

Based on the above source, attempt the following five questions.

286. According to the passage, what was the predominant mode of communication during the Vedic era?
(A) Written manuscripts and newspapers.
(B) Digital and social media.
(C) Folk theatre and puppetry.
(D) Oral tradition, including chants and hymns.

287. What is the core principle of the 'Sadharanikaran' model of communication?
(A) The technical efficiency of the communication channel.
(B) The persuasive power of the source over the receiver.
(C) The process of achieving commonness and shared understanding.
(D) The one-way transmission of a message without feedback.

288. How does the passage contrast the Sadharanikaran model with many Western linear models?
(A) Sadharanikaran focuses on transmission, while Western models focus on shared meaning.
(B) Sadharanikaran emphasizes shared understanding, while Western models often focus on message transmission.
(C) Sadharanikaran is a linear model, while Western models are transactional.
(D) Sadharanikaran is only applicable to folk media, while Western models apply to mass media.

289. The passage lists puppetry, folk theatre, and ballads as examples of what?
(A) Communication forms from the Vedic era.
(B) Modern digital communication tools.
(C) Western communication models adopted in India.
(D) Indigenous folk media used for storytelling and social commentary.

290. What does the evolution of communication from the Vedic era to later periods in India demonstrate?
(A) A long-standing and sophisticated engagement with communication's role.
(B) A complete rejection of oral traditions.
(C) A history of communication that began only with the printing press.
(D) A tradition that exclusively relied on written inscriptions.

Direction : Please read the following source carefully.

The philosophical perceptions of communication vary significantly between Western and Eastern traditions, offering different ethical and aesthetic frameworks. The Western rhetorical tradition is profoundly shaped by Greek philosophers like Aristotle and Plato. Aristotle, in his 'Rhetoric', systematically analyzed persuasion, breaking it down into three appeals: ethos (credibility of the speaker), pathos (emotional appeal to the

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audience), and logos (logical argument). His approach is largely functional, focusing on the techniques of effective public speaking. Plato, his teacher, held a more critical view, often wary of rhetoric as a potential tool for manipulation that could prioritize persuasion over truth. In contrast, Eastern traditions offer distinct ethical and aesthetic perceptions. The Buddhist concept of 'samma-vaca' or 'right speech,' a component of the Noble Eightfold Path, provides a strong ethical guideline, advocating for speech that is truthful, kind, helpful, and spoken at the right time. Similarly, a guiding principle in Hindu aesthetics and ethics for communication can be found in the ideal of 'Satyam, Shivam, Sundaram' (Truth, Goodness, Beauty), suggesting that the ultimate communication should be true, beneficial to society, and aesthetically pleasing. Islamic traditions also place a high value on truthfulness, clarity, and avoiding slander in communication.

Based on the above source, attempt the following five questions.

291. According to the passage, Aristotle's analysis of rhetoric is primarily focused on:
(A) the moral wrongness of all persuasive speech.
(B) the aesthetic beauty of communication alone.
(C) the techniques and components of effective persuasion.
(D) the divine origin of language and speech.

292. How does Plato's view of rhetoric contrast with Aristotle's, as described in the text?
(A) Plato was more wary of rhetoric's potential for manipulation than Aristotle was.
(B) Plato saw rhetoric as purely logical, while Aristotle saw it as purely emotional.
(C) Plato developed the concepts of ethos, pathos, and logos, which Aristotle rejected.
(D) Plato believed rhetoric was only for written communication, while Aristotle focused on speech.

293. The Buddhist concept of 'samma-vaca' ('right speech') is presented as:
(A) a technique for winning debates.
(B) an aesthetic principle focused on beauty.
(C) a model for mass media advertising.
(D) an ethical framework for truthful and kind communication.

294. What three ideals are combined in the Hindu perception of 'Satyam, Shivam, Sundaram'?
(A) Ethos, Pathos, and Logos.
(B) Truth, Goodness, and Beauty.
(C) Speaker, Message, and Channel.
(D) Authoritarian, Libertarian, and Social Responsibility.

295. Which of the following is NOT mentioned as a characteristic of 'right speech' in the Buddhist tradition?
(A) Being truthful.
(B) Being kind.
(C) Being persuasive at all costs.
(D) Being helpful.

Direction : Please read the following source carefully.

The relationship between media, culture, and globalisation is a complex nexus that frames our understanding of contemporary society. Media institutions function as primary conduits and manufacturers of culture, circulating symbols, narratives, and values on an unprecedented global scale. In a globalised world, this process is often analyzed through competing paradigms. One perspective, often termed 'cultural imperialism,' suggests that the unidirectional flow of media products from dominant Western nations can erode local cultures and create a homogenized global culture. An alternative view posits a process of 'cultural hybridity,' where global cultural influences are not passively accepted but are instead adapted, mixed, and reinterpreted within local contexts, creating new, hybrid cultural forms. For India, the onset of globalisation brought significant politico-economic and socio-cultural developments. On the politico-economic front, media market liberalisation led to increased foreign investment, the rise of transnational media corporations, and a more competitive, commercialized media landscape. Socio-culturally, the influx of global media content has influenced consumption patterns, lifestyle aspirations, and social values, leading to an ongoing negotiation between global trends and deeply rooted local Indian identities. This dynamic interplay showcases how globalisation is experienced and contested at the local level.

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Based on the above source, attempt the following five questions.

296. What is the central argument of the 'cultural imperialism' paradigm mentioned in the passage?
(A) Global media fosters diverse and resilient local cultures.
(B) Media flows are multidirectional, enriching all cultures equally.
(C) Globalisation has no significant impact on cultural practices.
(D) The flow of media from dominant nations can erode local cultures.

297. The concept of 'cultural hybridity' suggests that local cultures:
(A) adapt and mix global influences to create new cultural forms.
(B) are completely destroyed by global media influences.
(C) passively and uncritically accept all foreign cultural products.
(D) remain entirely isolated and untouched by globalisation.

298. According to the passage, what was a significant politico-economic development in India's media landscape due to globalisation?
(A) The nationalization of all private media outlets.
(B) Market liberalisation and increased foreign investment.
(C) The complete ban on foreign media content.
(D) A decline in competition within the media industry.

299. The source describes the socio-cultural effect of globalisation in India as a:
(A) complete replacement of Indian identity with a global one.
(B) negotiation between global influences and local identities.
(C) total rejection of all foreign media and cultural products.
(D) state where media has no influence on lifestyle or values.

300. Based on the passage, media institutions in a globalised world are described as:
(A) primary conduits and shapers of cultural values.
(B) entities that are separate and disconnected from culture.
(C) bodies that only preserve traditional and folk cultures.
(D) institutions that have a purely local and limited reach.

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ANSWERS

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1. (B) It uses technology to reach a large, anonymous, and heterogeneous audience.
Mass communication is defined by its ability to disseminate messages to a vast number of people simultaneously. This process relies on sophisticated technological channels like television, radio, or digital platforms to bridge the distance between the sender and a diverse, scattered audience. Unlike interpersonal communication, the receivers are typically unknown to the source, and the interaction is characterized by a one-to-many flow with limited immediate feedback.

2. (A) The gathering, processing, and dissemination of news and information.
Journalism operates as a systematic discipline centered on providing the public with an accurate account of contemporary events. The core process involves identifying significant occurrences, verifying facts through various sources, and synthesizing this data into a coherent narrative. This activity serves a vital social function by keeping citizens informed about local and global developments, thereby facilitating transparency and fostering public discourse within a community.

3. (D) Statement I is false, but Statement II is true.
Mass communication in India has deep historical roots that precede the nation's independence, including a vibrant press that played a critical role during the colonial struggle. While the post-independence era saw massive expansion in radio and television, the foundations were laid much earlier. Modern Indian media represents a multi-faceted landscape that integrates traditional print, expansive electronic broadcasting, and rapidly evolving digital technologies for widespread dissemination.

4. (A) P-2, Q-4, R-1, S-3
The history of Indian media is marked by significant milestones that shaped its current structure. The Bengal Gazette stands as the first newspaper published in the country, pioneering print journalism. All India Radio serves as the primary official public broadcaster, while the SITE project demonstrated early experimental uses of satellite television for education. Additionally, the linguistic reorganization of states highlighted the influential role of regional language publications.

5. (C) To act as a court of law and imprison journalists for violations.
The Press Council of India serves as a statutory, quasi-judicial body intended to safeguard the freedom of the press and maintain journalistic standards. While it has the authority to examine complaints and issue censures or warnings to newspapers and journalists for ethical breaches, it does not possess the legal powers of a regular criminal court. Consequently, it cannot impose penal sentences such as imprisonment or fines.

6. (B) The ability to access, analyze, evaluate, and create diverse media.
Media literacy encompasses a broad set of competencies required to navigate the modern information environment effectively. It involves the critical capacity to interpret underlying messages, recognize bias, and evaluate the credibility of various sources across different platforms. Beyond consumption, it also includes the creative ability to produce responsible content, empowering individuals to participate meaningfully in social and political life through informed and active media engagement.

7. (D) Authoritarian Theory
The authoritarian theory of the press posits that media should be subordinate to government power to maintain social order and stability. Under this framework, the state exercises significant control over media content, often through licensing or censorship, ensuring that information aligns with national interests and official policies. It discourages criticism of the ruling elite and prioritizes the security and goals of the state over individual journalistic freedom.

8. (A) Both A and R are true and R is the correct explanation of A.

Technological determinism suggests that the specific characteristics of a technology are the primary drivers of social change and cultural evolution. Marshall McLuhan championed this view, arguing that the medium itself, rather than the content it carries, fundamentally alters human perception and social organization. His famous phrase illustrates that the introduction of a new communication channel reshapes society more significantly than any individual message delivered through it.

9. (C) The Vedic era
Indian traditions of communication find their earliest expressions in the Vedic era, where the oral transmission of knowledge was paramount. This period emphasized sacred chanting and the preservation of philosophical texts through highly structured vocal techniques. These ancient practices established the foundations for unique cultural approaches to sharing information, focusing on the relationship between the speaker and the listener and the spiritual importance of the spoken word.

10. (A) Local traditions and global media flows.
Understanding culture in a globalized world requires analyzing the continuous interaction between established local customs and the influx of international media content. This framework examines how global trends are adopted, resisted, or modified by different societies, leading to a complex landscape of cultural exchange. It focuses on the resulting tensions and synergies that arise when traditional values encounter modern, cross-border flows of information, entertainment, and technology.

11. (D) Mass communication always involves a journalistic purpose.
Journalism is a specialized subset of mass communication dedicated to the objective reporting of facts and public affairs. While all journalism uses mass communication channels to reach audiences, mass communication itself is a broader field encompassing advertising, public relations, and entertainment. Not all mass media content is intended to provide verifiable news; much of it is designed for commercial promotion, corporate image building, or leisure.

12. (B) (b) and (c) only
James Augustus Hicky pioneered Indian print media by launching the first newspaper, which was published in English. Following this beginning, the emergence of the language press became a critical landmark, enabling information to reach a much broader segment of the population. This growth in regional journalism played a vital role in fostering social awareness and mobilizing public opinion during various historical movements throughout the Indian subcontinent.

13. (C) Inquire into the state of the press and its democratic role.
The First Press Commission was established to conduct a comprehensive assessment of the newspaper industry in newly independent India. Its primary mandate was to investigate the ownership structures, financial health, and ethical standards of the press while evaluating its contribution to a democratic society. The commission's recommendations were pivotal in shaping media policy, leading to the creation of the Press Council and the Registrar of Newspapers.

14. (D) Making existing media systems more efficient and effective.
The administrative tradition in communication research focuses on practical, problem-solving approaches to media operations. It is often concerned with measuring audience effects, improving advertising reach, and enhancing the overall efficiency of media organizations within current institutional structures. This tradition typically works in collaboration with industry or government interests to optimize the delivery and impact of messages without necessarily questioning the underlying power dynamics of the system.

15. (A) The art of rhetoric and persuasion.
Influenced significantly by Aristotle, the Western philosophical approach to communication places a central emphasis on rhetoric. This tradition views communication primarily as a tool for public persuasion, focusing on how speakers use logic, emotion, and credibility to influence an audience's beliefs or actions. It prioritizes the structural and strategic elements of speech-making, establishing a framework for effective argumentation and debate that

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remains influential in modern political and legal discourse.

16. (B) Increased integration with the global economy and policy shifts.
Globalization has fundamentally transformed India's politico-economic landscape by encouraging deeper integration with international markets. Since the 1990s, this process has led to significant policy shifts characterized by economic liberalization, reduced trade barriers, and an influx of foreign direct investment. These changes have promoted greater competition and technological advancement while aligning national economic strategies with global trends, impacting various sectors including media, industry, and telecommunications throughout the nation.

17. (B) It uses a medium to reach a large, dispersed audience.
A television broadcast of a sporting event exemplifies mass communication because it employs advanced technology to transmit a message to a massive, geographically scattered audience simultaneously. The viewers do not have a direct, personal relationship with the broadcaster or with each other, making the audience anonymous and heterogeneous. This one-to-many communication model relies on a mechanical channel to distribute content that is accessible to the general public.

18. (D) Statement I is false, but Statement II is true.
The expansion of electronic media in India did not begin with the privatization of radio; instead, broadcasting was under strict government control for several decades. Doordarshan functioned as the country's exclusive television provider for a significant period before the media landscape opened to private satellite channels in the 1990s. While radio privatization occurred much later, the era of state monopoly was a defining stage in the nation's broadcasting history.

19. (C) The Press Council of India
The Press Council of India is recognized as the watchdog of the press, established to preserve journalistic freedom and maintain high professional standards. As a statutory body, it adjudicates on ethical issues and investigates complaints regarding the conduct of newspapers and news agencies. Its primary mandate is to ensure that the press remains independent from external pressures while fulfilling its responsibility to provide accurate and balanced information to society.

20. (A) (a), (b), (c), (d)
The history of Indian media follows a clear chronological progression starting with the Bengal Gazette in 1780. This was followed by the formal establishment of All India Radio in 1936 to manage national broadcasting. In 1975, the innovative SITE project utilized satellite technology for rural education, and finally, the Prasar Bharati Act was implemented in 1997 to provide institutional autonomy to the country's public service broadcasting entities.

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21. (B) The relationship between communication, power, and ideology.
The critical tradition in communication studies, often rooted in Marxist thought, examines how media systems reflect and reinforce existing social inequalities. Researchers in this field analyze the ways in which dominant groups use communication to maintain their power and spread specific ideologies. This perspective challenges the status quo by investigating media ownership, control, and the hidden political and economic interests that shape the content delivered to the public.

22. (A) Sadharanikaran
Sadharanikaran is a classical Indian concept that describes communication as a process of achieving commonality or a shared mental state between the source and the receiver. Rooted in ancient aesthetics and philosophy, it focuses on the successful transmission of meaning and emotion to reach a state of mutual understanding. This approach emphasizes the transformation of individual experiences into universal ones, allowing the audience to experience 'oneness' with the message.

23. (D) Social Responsibility Theory - Media has obligations to society.
Social responsibility theory posits that while the media should enjoy freedom from government control, it must fulfill certain moral and social obligations. This includes providing accurate information, facilitating diverse viewpoints, and

serving the public interest. If the media fails to meet these standards, this theory suggests that professional bodies or limited state intervention may be necessary to ensure that the press acts as a responsible and accountable institution within a democratic society.

24. (B) (b), (c) and (e) only
The Indian language press played a pivotal role in the linguistic reorganization of states by articulating regional identities and mobilizing public support. Newspaper campaigns helped define cultural boundaries and amplified the demands for specific linguistic territories, such as the movement for Andhra Pradesh. These publications provided a platform for local leaders and helped create a shared sense of community among speakers of the same language during the state formation process.

25. (B) A shift towards the application and creation of knowledge.
The transition from an information society to a knowledge society signifies a move beyond the mere availability of data. While an information society focuses on the infrastructure and access to information, a knowledge society prioritizes the ability to analyze, synthesize, and apply that information creatively to solve problems. This shift emphasizes human agency, lifelong learning, and the innovative use of knowledge to drive social, economic, and cultural development.

26. (A) A moral and social duty to enjoin good and forbid evil.
In the Islamic tradition, communication is viewed as a deeply ethical and social responsibility. It is guided by principles that encourage the promotion of virtue and the discouragement of harmful behavior within society. This perspective emphasizes truthfulness, integrity, and the use of speech to foster justice and communal harmony. Communication is seen not just as a tool for information exchange, but as a moral act aligned with spiritual values.

27. (D) The trans-border flow of media leading to complex interactions.
Globalization in the socio-cultural context refers to the increasing interconnectedness of people and cultures through the rapid exchange of media content across national borders. In India, this has led to a dynamic interaction between global trends and local traditions, resulting in new cultural forms and hybrid identities. This process involves the negotiation of meanings as international influences meet domestic values, creating a complex and ever-changing landscape of social and cultural life.

28. (A) Technologically deterministic, downplaying content and context.
Marshall McLuhan's theories are frequently criticized for being technologically deterministic because they suggest that the nature of a medium alone dictates its social impact. Critics argue that this perspective ignores the importance of the actual content being communicated and the specific social, political, and economic contexts in which the technology is used. By focusing almost exclusively on the sensory effects of media, McLuhan is seen as overlooking human agency.

29. (B) P-3, Q-1, R-2, S-4
The First Press Commission focused on the role of the press in the newly independent nation, establishing a foundation for its democratic function. The Second Press Commission later emphasized de-linking newspaper ownership from other business interests to ensure editorial independence. The Press Council of India serves as a vital self-regulatory mechanism for the industry, while post-independence media policies have consistently prioritized the use of communication platforms for national development and social progress.

30. (B) Two-Step Flow Theory
Normative theories of the press are concerned with how media systems ought to operate within a given social and political framework. Examples include the authoritarian, libertarian, and social responsibility theories, which prescribe the relationship between the press and the state. In contrast, the two-step flow theory is an empirical communication model that describes how information moves from media to opinion leaders and then to the general public, rather than setting ideals.

31. (B) The systematic analysis of media performance and content.

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Media criticism involves the rigorous and objective evaluation of media outputs and their impact on society. It goes beyond simple disapproval by examining the ethical standards, accuracy, and framing used by journalists and broadcasters. Through systematic analysis, media criticism aims to hold institutions accountable, identify biases, and foster a more responsible media environment. It serves as an essential feedback loop that helps improve the quality and integrity of public information.

32. (B) Daily occurrences
The word journalism is derived from the French term 'journal', which itself comes from the Latin 'diurnalis', meaning daily. This origin reflects the core purpose of the field, which is to provide a regular and timely record of events as they happen. Historically, this involved the daily publication of news and observations, establishing journalism as a discipline focused on the immediate and ongoing documentation of occurrences within a community or society.

33. (A) Both A and R are true and R is the correct explanation of A.
Regional newspapers in India were instrumental in mobilizing public support for the reorganization of states along linguistic lines. By publishing in local languages, they were able to reach a broad audience and articulate the cultural and linguistic aspirations of specific communities. These newspapers helped foster a shared sense of identity among people, creating a cohesive platform for political movements that eventually led the government to restructure state boundaries according to language.

34. (C) To utilize media for development and social change.
Since independence, the Government of India has consistently prioritized using media as a tool for national progress and social upliftment. Media policies have often focused on disseminating information related to health, education, and agriculture to diverse populations, especially in rural areas. This developmental approach aims to empower citizens with knowledge that can improve their lives, reflecting a belief that communication systems should play an active role in achieving social goals.

35. (B) Avoiding falsehood, slander, harsh speech, and idle chatter.
The Buddhist concept of 'Right Speech' (Samma Vaca) is a core ethical guideline for communication. It emphasizes the importance of using words that are truthful, kind, and beneficial while avoiding speech that is deceptive, malicious, or meaningless. This approach views communication as a tool for fostering harmony and understanding, requiring individuals to exercise mindfulness and restraint in their interactions. It highlights the profound moral impact that speech can have on others.

36. (C) (a), (c) and (e)
The critical tradition in media studies is characterized by its focus on how communication systems relate to issues of power, ideology, and social control. It frequently employs qualitative methods, such as discourse analysis, to investigate how media content can reinforce or challenge existing social hierarchies. This tradition also incorporates Marxist perspectives to examine media ownership and its influence on the public sphere, aiming to identify and critique the underlying structures of inequality.

37. (C) Can create a 'digital divide' between social classes.
A significant critique of the information society concept is that it can exacerbate social inequalities through the digital divide. This refers to the gap between individuals who have easy access to modern information technologies and those who do not, often due to economic or geographical factors. This divide can lead to unequal opportunities for education, employment, and political participation, potentially reinforcing existing class distinctions in a world increasingly dependent on digital connectivity.

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38. (B) A preference for dialectic argument to discover truth.
Plato's philosophical perception of communication emphasizes the use of dialectic as a rigorous method for uncovering truth. He viewed communication as a collaborative inquiry through question-and-answer sessions intended to refine ideas and reach deeper understanding. This approach contrasts with rhetoric, which Plato often viewed with suspicion as a tool for superficial persuasion. For Plato, the ultimate

goal of communication was the pursuit of knowledge and the enlightenment of the soul through logical discourse.

39. (B) Hybridisation and negotiation between global and local cultures.
Globalization's impact on Indian socio-cultural life is best understood as a process of hybridization, where international influences interact with local traditions. Rather than resulting in total cultural erasure, it leads to a complex negotiation where global trends are adapted and integrated into domestic practices. This results in new, hybrid cultural forms that reflect both global connectivity and regional identity, demonstrating the resilience of local cultures as they engage with a wider, interconnected world.

40. (C) The expansion of the Doordarshan terrestrial network.
Before the rapid privatization of the 1990s, the expansion of the Doordarshan terrestrial network was the most significant landmark in Indian electronic media. This development allowed the state-run broadcaster to reach a vast majority of the population through a series of transmitters across the country. This expansion played a crucial role in national integration and the dissemination of developmental and educational content, long before the arrival of private satellite channels and internet services.

41. (B) Public and private institutions have both proliferated.
The landscape of journalism and media education in India has changed dramatically, with a significant increase in both public and private institutions offering specialized courses. This proliferation reflects the growing demand for trained professionals in the expanding media industry. While government universities continue to play a foundational role, private colleges and institutes have introduced diverse curricula and practical training facilities, creating a more competitive and varied environment for media studies nationwide.

42. (B) Communication processes facilitate transformations in norms.
Theories of socio-cultural change examine how communication acts as a catalyst for shifts in societal values and behavioral norms. These theories investigate how media messages, interpersonal dialogues, and social networks can introduce new ideas that eventually lead to long-term transformations in social structures. By analyzing the flow of information and the adoption of new cultural practices, researchers can understand the dynamic role that communication plays in the continuous evolution of human societies.

43. (C) The emotional and experiential flavour of a text.
In the Hindu tradition, Rasa theory provides a sophisticated framework for understanding the aesthetic experience of communication. It focuses on the 'flavor' or emotional essence that an artistic work or text evokes in the audience. According to this theory, the goal of communication is to transport the receiver into a heightened state of emotional experience, where specific sentiments are cultivated and shared. This emphasizes the profound experiential impact of art beyond simple information.

44. (B) The use of the Telugu press to advocate for Andhra Pradesh.
The advocacy for the state of Andhra Pradesh through the Telugu-language press is a clear example of media's role in state formulation. Regional newspapers articulated the linguistic and cultural aspirations of the Telugu-speaking population, providing a platform for the movement and mobilizing public opinion. This media engagement helped solidify a regional identity and pressured the national government to reorganize state boundaries based on linguistic criteria, demonstrating the political power of local journalism.

45. (B) (b) and (c) only
Normative theories of mass communication focus on the ideal roles and responsibilities of the media within society. Unlike descriptive theories that explain how media actually functions, normative theories prescribe how it should operate to serve the public interest. The libertarian theory is a classic example, emphasizing the importance of freedom from government control. These theories provide a benchmark for evaluating media systems and their relationship with the state and the general public.

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46. (A) The capacity for creativity and application of information.
A knowledge society is distinguished from an information society by its focus on the creative use and application of information. While an information society is defined by the widespread availability of data and digital infrastructure, a knowledge society prioritizes the transformation of that data into meaningful knowledge to drive innovation and development. This concept emphasizes the role of human intellect and creativity in leveraging information to create social and economic value for society.

47. (A) Electronic media shrinking the world into one community.
Marshall McLuhan's concept of the 'global village' describes how electronic media overcome geographical barriers, creating a world where information is shared instantaneously. He argued that technology effectively shrinks the planet, allowing people to interact and share experiences as if they lived in a small, interconnected community. This metaphor highlights the profound social and psychological shifts caused by constant, worldwide communication, leading to a new sense of global interconnectedness and mutual awareness among diverse populations.

48. (B) How media ownership serves the ruling class interests.
A Marxist approach to media analysis focuses on the relationship between media ownership and the maintenance of political and economic power. It argues that because media organizations are often owned by the capitalist class, their content tends to reflect and reinforce the ideologies of those in power. This perspective investigates how media can serve as a tool for social control, legitimizing existing inequalities and shaping public perception in ways that benefit the ruling elite.

49. (D) Statement I is false, but Statement II is true.
The Press Commissions in India were not primarily established to provide financial aid to small newspapers, but rather to conduct comprehensive reviews of the media landscape. These commissions investigated issues such as ownership patterns, editorial independence, and journalistic ethics. Their findings and recommendations have significantly influenced the development of national media policies and regulations, helping to shape the institutional framework within which the Indian press operates to ensure its democratic role and responsibility.

50. (B) The historical and cultural context of Indian media.
Studying mass communication in India involves an examination of how media systems have evolved within the country's unique historical and cultural framework. This includes analyzing the role of the press during the freedom struggle, the development of public broadcasting, and the impact of regional diversity on media consumption. Understanding this context is essential for grasping the complexities of the modern Indian media landscape and how it continues to reflect and shape the nation's social identity.

51. (B) Foster a more responsible and accountable media system.
The primary goal of media criticism is to encourage higher standards of performance and ethics within the media industry. By systematically analyzing content and practices, critics aim to identify biases, inaccuracies, and unethical behavior, thereby promoting greater accountability. This process serves the public interest by fostering a more transparent and responsible media environment, which is essential for the healthy functioning of a democratic society where citizens depend on reliable information to make informed decisions.

52. (A) Reached a wider audience beyond the English-speaking elite.
The development of Indian language journalism was a significant landmark because it democratized access to information. By publishing in regional languages, these newspapers reached vast segments of the population that were previously excluded from the English-dominated public discourse. This expansion helped foster a sense of national and regional identity, encouraged literacy, and allowed diverse voices to participate in social and political movements, fundamentally changing the reach and impact of the press in the country.

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53. (B) How communication promotes the adoption of techniques.
Communication theories related to agricultural change focus on how information and messaging can encourage farmers to adopt new technologies and sustainable practices. These theories, such as the diffusion of innovations, analyze the channels and social networks through which agricultural knowledge spreads. By understanding the communication process, developmental agencies can design more effective campaigns to increase productivity, improve rural livelihoods, and facilitate the successful transition to modern and efficient farming methods within a community.

54. (B) P-3, Q-1, R-2, S-4
Marshall McLuhan is famous for the idea that the medium itself is the message, highlighting the impact of technology on society. Aristotle's work established the foundations of rhetoric, focusing on the art of persuasion in public speech. The Hindu tradition, through thinkers like Bharata Muni, contributed the concept of Sadharanikaran to explain the achievement of shared meaning. Meanwhile, the Marxist tradition, notably through Louis Althusser, explored how media functions as an ideological state apparatus.

55. (B) Economic liberalisation and foreign investment.
In the context of globalization, India's politico-economic landscape since the early 1990s has been defined by economic liberalization. This policy shift involved reducing government control over various industries, opening the market to international competition, and actively encouraging foreign direct investment. These developments have led to increased global integration, technological modernization, and a more dynamic private sector, fundamentally changing how the country interacts with the global economy while fostering rapid growth in several key industrial and service sectors.

56. (B) Right Speech (Samma Vaca).
The ethical perception of communication in the Buddhist tradition is centered on the principle of 'Right Speech' (Samma Vaca). This guideline encourages individuals to speak truthfully, kindly, and purposefully while avoiding lies, gossip, or harsh language. This approach emphasizes the moral responsibility of the communicator and the potential of words to create either harmony or discord. It is part of a larger path toward enlightenment, highlighting the importance of mindfulness and compassion in all social interactions.

57. (B) Act as a tool for political awakening and mobilisation.
During the Indian freedom struggle, the press played a crucial role as a catalyst for political awakening and social reform. Newspapers were used by leaders to disseminate nationalist ideas, critique colonial policies, and mobilize the public against foreign rule. Journalists often faced censorship and imprisonment for their work, yet the press remained a vital platform for articulating the demand for independence. This period established a strong tradition of advocacy and social responsibility within Indian journalism.

58. (A) Both A and R are true and R is the correct explanation of A.
The establishment of the Press Council of India is rooted in the principles of social responsibility theory, which argues that media must serve the public interest. This theory posits that while the press should be free, it also carries a moral obligation to provide accurate and balanced information. The Press Council acts as a self-regulatory body to ensure these obligations are met, providing a mechanism for accountability that protects both journalistic freedom and the welfare of society.

59. (B) Political communication
The study of how media influenced the linguistic reorganization and formulation of states in India falls within the field of political communication. This research area examines the intersection of media, power, and identity, focusing on how communication processes shape public opinion and political outcomes. By analyzing news coverage and advocacy campaigns, researchers can understand how media platforms facilitate the articulation of regional interests and their impact on the nation's political structure and administrative boundaries.

60. (C) He is accused of neglecting content and social context.

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A major critique of Marshall McLuhan's work is that his focus on the medium's sensory effects leads him to neglect the importance of content and social context. Critics argue that by stating 'the medium is the message', he downplays how different messages and the specific circumstances of their delivery can drastically change a technology's social impact. This perspective is seen as overly deterministic, failing to account for human agency and the diverse ways people interpret media.

61. (D) Plato gave primary importance to emotion over logic.
This statement is incorrect because Plato actually prioritized logic and reason over emotion in his philosophical approach to communication. He was often critical of forms of communication, like certain types of poetry and rhetoric, that appealed primarily to the emotions and could lead people away from the truth. Plato championed dialectic, a logical and structured method of inquiry, as the best way to achieve knowledge, emphasizing intellectual clarity over the persuasive power of emotional appeals.

62. (B) (b), (c) and (d) only
Media literacy involves a set of critical skills that allow individuals to navigate the complex modern information environment. This includes the ability to analyze underlying messages, evaluate the credibility of various sources, and produce responsible content. These competencies empower citizens to recognize bias, understand how media is constructed, and participate actively and ethically in public discourse. Rather than passive consumption, media literacy promotes a critical and engaged approach to all forms of communication in society today.

63. (B) A social area where individuals discuss societal problems.
The 'public sphere' is a conceptual space where citizens can come together to freely discuss and debate societal issues, independent of government or corporate control. It is seen as essential for a healthy democracy, providing a platform where public opinion is formed and can influence political action. This concept emphasizes the importance of open communication and rational-critical debate in addressing collective problems and ensuring that the interests of the general public are represented in government decisions.

64. (C) Media can be used as tools for teaching and learning.
Communication theories of educational change explore how various media platforms can be integrated into the teaching and learning process to improve outcomes. These theories investigate the effectiveness of tools such as educational television, digital resources, and interactive media in delivering knowledge and fostering student engagement. By analyzing how different communication channels impact learning, educators can design more effective pedagogical strategies that leverage technology to enhance accessibility and the overall quality of education for diverse populations.

65. (C) The dynamic interplay between global and local forces.
A framework for understanding culture in a globalized world must account for the continuous interaction between international trends and local traditions. This perspective avoids seeing culture as static, instead viewing it as a dynamic process of negotiation and exchange. It examines how global media flows are adapted, modified, or resisted by different communities, leading to new cultural expressions. This interplay highlights the complex ways in which global connectivity reshapes local identities while regional customs influence broader international trends.

66. (B) The establishment of the 'Sambad Kaumudi'.
The launch of 'Sambad Kaumudi' by Raja Ram Mohan Roy was a major landmark in the history of Indian language print media. It was one of the earliest newspapers published in an Indian language (Bengali) and served as a powerful tool for social and religious reform. By providing a platform for critical debate on traditional practices and advocating for modern education, the publication played a key role in the intellectual and cultural awakening of the Indian subcontinent.

67. (C) Statement I is true, but Statement II is false.
The Second Press Commission in India made significant recommendations, including the de-linking of newspaper ownership from other business interests to protect editorial

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independence. However, the full and immediate implementation of all its suggestions did not occur. While its work influenced subsequent discussions on media policy and ethics, many of its more structural recommendations faced practical and political challenges. The commission's findings remain a point of reference for evaluating the relationship between media ownership and democratic functions.

68. (B) Measures the effectiveness of a health campaign.
The administrative tradition in communication research is primarily concerned with practical, empirical studies that improve the efficiency of media operations. A study measuring the effectiveness of a public health campaign aligns with this approach by focusing on how well messages are delivered and their measurable impact on audience behavior. This tradition emphasizes solving specific problems for institutions, such as government agencies or commercial advertisers, without necessarily critiquing the broader social or political structures within which they operate.

69. (C) Dialectic, a rigorous question-and-answer process.
In Plato's philosophy, dialectic is the supreme method for seeking absolute truth and genuine knowledge. It involves a structured process of dialogue where participants engage in a critical question-and-answer exchange to test assumptions and refine definitions. This intellectual exercise is designed to lead the soul toward a clearer understanding of universal truths, moving beyond mere opinion. For Plato, dialectic was far superior to rhetoric, which he often viewed as a superficial technique used for persuasion.

70. (A) (a), (b), (c), (d)
The field of media studies has evolved through several theoretical stages. Early normative theories, like the libertarian model, established ideals for the press. This was followed by Marxist critiques of the culture industry, which examined the relationship between media and power. Later, Marshall McLuhan introduced technological determinism, focusing on the medium's sensory impact. More recently, theories of globalization have emerged to analyze how media operates in an increasingly interconnected and cross-border world, reflecting changing social and technological realities.

71. (B) The invitation to submit to the will of God.
Da'wah is a central concept in the Islamic tradition of communication, referring to the act of inviting or calling others to understand and submit to the will of God. It is seen as a social and moral responsibility to share the principles of the faith through reasoned dialogue and virtuous conduct. This form of communication emphasizes patience, wisdom, and sincerity, aiming to foster spiritual awareness and moral guidance rather than seeking intellectual victory or personal gain through aggressive debate.

72. (B) Cultural hybridity, such as 'Hinglish'.
Globalization's impact on India's socio-cultural life is frequently characterized by the rise of cultural hybridity, where local and global elements blend to create new forms. A prominent example is 'Hinglish', a mix of Hindi and English that has become widespread in media and daily conversation. This phenomenon demonstrates how Indian society negotiates international influences, adapting global trends to suit local contexts. It reflects a dynamic process of cultural exchange rather than the simple replacement of traditions by foreign customs.

73. (C) Scope
The primary difference between journalism and mass communication lies in their scope. Mass communication is an umbrella term that covers a wide variety of activities, including advertising, public relations, and entertainment, all delivered through large-scale media channels. Journalism is a specific field within this broader domain, focused exclusively on the objective reporting and analysis of facts and current events for the public interest. While all journalism is mass communication, not all mass communication qualifies as journalism.

74. (B) The proliferation of private satellite television.
A transformative development in post-liberalization India was the rapid expansion of private satellite television after 1991. This ended the long-standing state monopoly of Doordarshan, leading to the launch of numerous domestic and international channels. This

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proliferation introduced a wide variety of content, genres, and news perspectives, fundamentally changing the media consumption habits of the Indian audience. It also catalyzed the growth of the media and entertainment industry, creating a more competitive and pluralistic electronic media landscape.

75. (C) A continuous effort to evaluate and improve the press.
The establishment of multiple Press Commissions in India signifies the state's ongoing commitment to assessing and enhancing the functioning of the press. These commissions provide a formal mechanism for a holistic review of the industry, investigating issues like editorial independence, ownership structures, and journalistic standards. Their existence reflects the recognized importance of the media in a democracy and the need for periodic evaluation to ensure that the press remains a healthy and responsible institution in a changing society.

76. (B) (b) and (c) only
Normative theories are based on philosophical ideals rather than just empirical data, prescribing how media systems should ideally be organized. For example, the Soviet-Communist theory defines a specific role for the press within a state-controlled socialist framework. These theories provide different models for the relationship between the press, the government, and the public, establishing benchmarks for evaluating media systems. They focus on the moral and social responsibilities that media institutions ought to fulfill in a given society.

77. (C) The artistic quality of the communication act.
An aesthetic perception of communication, common in many Eastern traditions, focuses on the artistic and experiential aspects of the message. This approach prioritizes the beauty, emotional impact, and overall quality of the communication act itself over purely factual or logical content. It values the use of metaphor, symbolism, and creative expression to evoke a deep, experiential response in the audience. This perspective views communication as an art form that aims to touch the soul and cultivate aesthetic appreciation.

78. (B) Dominance of the agricultural sector in the economy.
An information society is defined by the central role that information and communication technologies play in social and economic life. In such a society, information becomes a key economic resource, and its production and dissemination are highly valued. This is typically associated with a shift away from an economy dominated by agriculture or traditional manufacturing toward a service-oriented economy. Therefore, the dominance of the agricultural sector is a characteristic of traditional societies, not a feature of a modern information society.

79. (A) Media, language, and regional identity.
The role of the media in the formulation of states in India highlights the profound connection between communication platforms, linguistic communities, and regional identities. Language-based newspapers were pivotal in articulating the cultural aspirations of different groups, fostering a shared sense of identity that fueled movements for separate states. This process demonstrates how media can act as a powerful tool for community building and political mobilization, helping to define the administrative and cultural boundaries of the nation's diverse regions.

80. (B) Development and educational programs.
In the early decades after independence, the Government of India strategically used radio as a primary tool for national development and education. Media policies focused on utilizing All India Radio to reach vast populations, including those in rural and remote areas, with programs on agriculture, health, and literacy. This approach aimed to empower citizens with practical knowledge and foster a sense of national unity, reflecting the state's belief in the developmental potential of public service broadcasting for social progress.

81. (B) Controls the flow of information.
In the context of mass communication, a gatekeeper is any individual or organization that has the power to decide what information reaches the public. Editors, news directors, and media owners serve as gatekeepers by selecting, filtering, and framing content before it is disseminated. This role is crucial because it determines which

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events are reported and how they are presented, significantly influencing public perception and the overall agenda of discourse within society through the control of media messages.

82. (B) Content and the political economy of media.
A frequent critique of Marshall McLuhan's media theories is that they focus too heavily on the sensory impact of technology while ignoring the actual content of messages. Furthermore, critics argue that his work neglects the political economy of media, which examines how ownership, funding, and corporate interests influence the production of information. By prioritizing the medium's form, McLuhan is seen as overlooking the critical ways in which economic and political power structures shape what is being communicated to the public.

83. (A) Both A and R are true and R is the correct explanation of A.
Since the 1990s, India has significantly increased its integration with the global economy through a series of policy shifts known as economic liberalization. These policies reduced government restrictions on trade and investment, allowing for greater participation by international corporations. This process has led to deeper politico-economic ties with other nations and international organizations. The assertion that globalization has increased India's integration is well-supported by the specific policy changes that have opened the country's markets to global flows and competition.

84. (B) The struggle for independence and reform.
The history of print media in India is inextricably linked to the struggle for national independence and various social reform movements. Newspapers and journals served as vital platforms for leaders to critique colonial rule, disseminate nationalist ideas, and advocate for social changes such as education and the abolition of harmful traditional practices. This period of intense political and social activity provided the primary catalyst for the growth of the press, establishing its role as a powerful instrument for public awakening.

85. (C) It adjudicates on complaints against and by the press.
The Press Council of India is a statutory body that functions as a self-regulatory mechanism for the print media. Its core responsibility is to examine and adjudicate on complaints filed against newspapers or journalists for ethical breaches, as well as complaints from the press regarding threats to their freedom. By providing a forum for resolving disputes and upholding professional standards, the Council aims to ensure that the press operates responsibly and independently without the need for state interference.

86. (B) P-2, Q-1, R-4, S-3
The field of communication research includes several distinct approaches. The administrative tradition focuses on empirical studies to improve media effects and efficiency for organizations. Critical research, by contrast, examines the underlying relationships between communication, power, and ideology within society. Technological determinism is the idea that the characteristics of a technology fundamentally shape social structures. Finally, normative theories provide prescriptive models for how media systems should ideally function to fulfill their social and political roles within a community.

87. (B) The art of effective and persuasive public speaking.
Aristotle's classic work 'Rhetoric' established the framework for understanding communication as the art of persuasion. He identified three primary modes of appeal: ethos (credibility), pathos (emotion), and logos (logic). This approach focuses on how a speaker can strategically use these elements to influence an audience's beliefs or actions in public forums. Aristotle's insights remain the foundation for studying effective communication in various fields, including politics, law, and modern public relations, emphasizing the importance of strategic and purposeful speech.

88. (B) The generation and use of knowledge for prosperity.
A knowledge society prioritizes the transformation of information into meaningful knowledge that can drive social, economic, and cultural growth. Unlike an information society that focuses on the quantity of data and the infrastructure for its delivery, a knowledge society

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emphasizes human creativity, innovation, and the application of knowledge to solve complex problems. This concept views knowledge as the most important resource for achieving prosperity, requiring investment in education, research, and the lifelong learning of all members of society.

89. (B) The 'Rasa' theory of emotional essence.
The 'Rasa' theory, originating from ancient Indian aesthetics, is a prime example of an aesthetic perception of communication. It focuses on the emotional essence or 'flavor' that an artistic work, such as a drama or text, evokes in the audience. This theory suggests that the ultimate goal of communication is to cultivate specific emotional states, allowing the receiver to experience a heightened sense of aesthetic pleasure and transcendental understanding. It highlights the profound emotional and experiential power of communication beyond mere information.

90. (B) Large, anonymous, and geographically scattered.
In mass communication, the term 'mass' refers to an audience that is typically large and heterogeneous, consisting of individuals from diverse backgrounds. These audience members are usually anonymous to the communicator and to each other, and they are geographically dispersed rather than located in a single place. This one-to-many communication model relies on technology to overcome distance, delivering a common message to a vast, unorganized group of people who do not have a direct, personal relationship with the source.

91. (D) The first live television broadcast of a Republic Day parade.
The history of Indian print media is marked by significant events such as the founding of the Bengal Gazette and the influential role of regional language publications during the freedom struggle. The work of the First Press Commission also established a crucial framework for media policy. In contrast, the live television broadcast of a national parade is a landmark in electronic media history, not print media. Print media landmarks specifically involve the development, regulation, and social impact of newspapers, journals, and books.

92. (B) It is only about learning to use computer software.
Media literacy is far broader than simple technical skills like using computer software. It involves a critical set of competencies that allow individuals to access, analyze, evaluate, and create media in various forms. This includes understanding the commercial and political interests behind messages, recognizing bias, and being able to communicate effectively through different platforms. Media literacy empowers citizens to be discerning consumers and active participants in the information age, rather than just technically proficient users of specific digital tools.

93. (C) (a), (c) and (d)
The Press Council of India is tasked with several key functions to ensure the health of the press. This includes reviewing ownership patterns to monitor potential monopolies, building up professional codes of conduct for journalists, and preserving the freedom of the press from external pressures. While it can censure or warn for unethical behavior, it does not have the authority to impose criminal penalties like imprisonment. Its role is primarily to serve as a moral authority and self-regulatory body for the print industry.

94. (C) Questions of power, ideology, and social control.
The critical tradition in journalism studies distinguishes itself by investigating how news organizations and their content interact with broader social power structures. Researchers in this field analyze how media can reinforce or challenge dominant ideologies and the role it plays in social control. This approach goes beyond measuring audience numbers or newsroom efficiency, instead focusing on issues of ownership, influence, and the political and economic interests that shape the information provided to the public, aiming to reveal and critique systemic inequalities.

95. (B) The adoption of elements of a minority culture without respect.
Cultural appropriation refers to the act of taking elements from a minority or marginalized culture by members of a dominant group, often without permission or an understanding of the original meaning. This practice can be harmful

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as it can trivialize sacred or significant cultural traditions and can lead to the exploitation and misrepresentation of the original culture. Unlike respectful cultural exchange, appropriation involves a power imbalance where the dominant group benefits while the minority group's cultural identity is commodified or distorted.

96. (A) How new ideas and practices spread through a social system.
The study of agricultural change through communication, particularly the diffusion of innovations theory, analyzes how new techniques and ideas move from their source to the end-users. This process investigates the various stages of adoption, from initial awareness to final implementation, and the role of different communication channels and social networks. By understanding how information flows through a community, development experts can design more effective strategies to encourage the adoption of improved farming practices, ultimately enhancing productivity and rural welfare.

97. (B) Use satellite technology for development in rural areas.
The Satellite Instructional Television Experiment (SITE) was a pioneering project in 1975-76 that used satellite technology to broadcast educational programs directly to rural villages across India. Its primary aim was to test the potential of satellite communication for national development, focusing on areas like agriculture, health, and primary education. SITE was a collaborative effort involving ISRO, NASA, and All India Radio, demonstrating how advanced technology could be leveraged to reach remote populations with vital information for social and economic progress.

98. (B) A rapid growth in institutions raising quality concerns.
Media education in India has seen an unprecedented expansion, with a massive increase in the number of colleges and universities offering courses in journalism and communication. This proliferation has been driven by the rapid growth of the media industry itself. However, this sudden rise has also led to significant concerns regarding the quality of education, including the standardization of curricula, the availability of experienced faculty, and the provision of necessary practical training facilities to ensure students are well-prepared for professional roles.

99. (B) Aristotle focused on rhetoric, while Plato emphasized dialectic.
The philosophies of Plato and Aristotle offer distinct perspectives on communication. Plato was often skeptical of rhetoric, viewing it as a tool for persuasion that could be used deceptively. He instead championed dialectic, a logical and structured method of inquiry aimed at discovering universal truths. In contrast, Aristotle saw rhetoric as a legitimate and important art for public communication, developing a comprehensive system for its study. While both valued reason, they differed in their trust and focus regarding these different communication methods.

100. (A) (a), (c), (d), (b)
The evolution of electronic media in India began with experimental television broadcasts in Delhi in 1959. This was followed by the start of regular daily television transmission in 1965. A major shift occurred in 1982 with the introduction of national colour broadcasting, coinciding with the IX Asian Games. Finally, the early 1990s marked the era of liberalization, leading to the entry of private satellite channels and ending the long-standing state monopoly on television broadcasting, fundamentally transforming the national media landscape.

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101. (B) A marketplace of ideas is the best way to arrive at truth.
A central tenet of the libertarian theory of the press is the belief in a marketplace of ideas. This concept suggests that if all viewpoints are allowed to be expressed freely without government interference, the truth will eventually emerge through public debate and rational evaluation. This theory prioritizes individual freedom and a free press, arguing that the role of the media is to provide a platform for diverse information, allowing citizens to make their own informed decisions in a democratic society.

102. (A) Upholds and legitimizes the interests of the capitalist class.

A Marxist analysis posits that because the media are typically owned by the wealthy capitalist class, their content inherently reflects and promotes the ideologies of that group. This perspective argues that media messages serve to legitimize the existing social and economic order, presenting the interests of the ruling class as the interests of all. By controlling the means of communication, the dominant class can shape public perception, discourage dissent, and maintain its power through the subtle dissemination of specific ideologies.

103. (B) The oral tradition of chanting (Shruti).
During the Vedic era, the primary form of communication for preserving and transmitting sacred knowledge was the oral tradition known as Shruti. This involved the meticulous chanting and memorization of hymns and philosophical texts by priests and scholars. These oral techniques were highly sophisticated, ensuring the accurate preservation of information across generations without the use of writing. This tradition emphasized the power of the spoken word and the importance of the relationship between the teacher and the student in learning.

104. (A) The publication of 'Udant Martand'.
The launch of 'Udant Martand' in 1826 stands as a major landmark in the history of Indian media as it was the first newspaper published in the Hindi language. Founded by Pandit Jugal Kishore Shukla, it played a pioneering role in the development of the language press. This publication marked the beginning of Hindi journalism, providing a platform for news and social discussion for a vast population, and laid the foundation for the significant impact that regional language newspapers would have later.

105. (B) (a), (b) and (c) only
Media criticism involves a systematic and evaluative analysis of media performance and its social impact. Key components include analyzing how news stories are framed, evaluating the ethical conduct of journalists, and examining how media ownership might influence content. This practice aims to foster transparency and accountability within the industry. In contrast, administrative functions like issuing licenses or appointing editors are operational and regulatory tasks that fall outside the scope of critical analysis, which focuses on the qualitative assessment of media outputs.

106. (A) The communication medium influences society independent of content.
Marshall McLuhan's famous phrase 'the medium is the message' suggests that the specific characteristics of a communication technology have a more significant social impact than the actual content it carries. He argued that each new medium fundamentally alters human perception and social organization by changing how we experience the world. For McLuhan, the introduction of a new technology, like television or the internet, reshapes society's structure and values regardless of what individual messages are being broadcast or shared through it.

107. (C) Truthful, righteous, and contribute to social order.
The ethical perception of communication in the Hindu tradition is deeply connected to the concept of Dharma, or righteous conduct. This perspective emphasizes that communication should be truthful, beneficial, and aligned with moral principles. It should aim to uphold social order and contribute to the well-being of the community. In this framework, the communicator has a responsibility to speak with integrity and wisdom, ensuring that their words foster harmony and understanding rather than causing confusion or social discord.

108. (B) The economic liberalisation policies of 1991.
The transition toward a globalized world in India is most strongly associated with the economic liberalization policies initiated in 1991. These reforms marked a significant shift away from protectionist economic strategies toward a more open and integrated market. By reducing trade barriers and encouraging foreign investment, these policies led to increased global connections in various sectors, including media and telecommunications. This era of liberalization fundamentally changed India's politico-economic landscape, aligning it more closely with global trends and international economic systems.

109. (A) The former advocates state control; the latter advocates freedom.
The fundamental difference between the authoritarian and libertarian theories of the

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press lies in the relationship between the media and the government. Authoritarian theory posits that the media should be subordinate to state power and controlled to ensure social stability. In contrast, libertarian theory advocates for a free press, independent of government interference, where a 'marketplace of ideas' allows for diverse viewpoints. While authoritarianism prioritizes the state's interests and control, libertarianism focuses on individual freedom and the public's right to information.

110. (A) Both A and R are true and R is the correct explanation of A.
Media literacy is essential in a modern democracy because it empowers citizens to critically evaluate the vast amount of information they consume. A media-literate public can recognize bias, identify misinformation, and understand the commercial or political interests that shape media content. This critical capacity is vital for making informed decisions, which is the cornerstone of democratic participation. Therefore, media literacy is not just an individual skill but a necessary requirement for the healthy functioning of a society where information plays a central role.

111. (D) Statement I is false, but Statement II is true.
Journalism and mass communication are not interchangeable terms; instead, they have a hierarchical relationship. Mass communication is a broad field that encompasses various methods and forms of disseminating information to large audiences, including advertising, public relations, and entertainment. Journalism is a specific and specialized field within this broader domain, focused on the objective gathering, verification, and reporting of facts and current events. While journalism uses mass communication channels, its core purpose and professional standards distinguish it from other forms of media activity.

112. (A) Periodically review the press and recommend measures.
The Press Commissions in India were established by the government to serve as independent bodies tasked with conducting holistic reviews of the newspaper industry. Their primary role is to investigate issues such as ownership patterns, editorial independence, and journalistic ethics, and to recommend policy measures to enhance the press's role in a democratic society. These commissions provide a periodic assessment of the media landscape, ensuring that the press remains a healthy and responsible institution while addressing emerging challenges in a changing environment.

113. (A) Cultural homogenization and heterogenization.
A key aspect of the framework for understanding culture in a globalized world is the tension between homogenization and heterogenization. Homogenization refers to the trend toward a more uniform global culture, often dominated by Western influences. Heterogenization, or fragmentation, involves the revitalization of local cultures and the emergence of hybrid forms as global trends interact with regional traditions. This dynamic interplay highlights the complex ways in which globalization both spreads common cultural elements and sparks the creation of new, diverse cultural expressions.

114. (B) The potential for abuse in the pure Libertarian theory.
Social responsibility theory emerged as a critique of the pure libertarian model, which advocated for complete press freedom from government interference. Critics argued that total freedom could lead to media abuse, such as the spread of misinformation or the dominance of corporate interests. Social responsibility theory suggests that while the press should remain free, it also has a moral obligation to serve the public interest. It emphasizes accountability and professional ethics, providing a balanced framework that supports both journalistic freedom and social duty.

115. (A) They have a long history, with roots in ancient philosophical texts.
Indian traditions of communication have a rich and ancient history, with foundational concepts found in Vedic and Upanishadic texts. These traditions offer unique philosophical and aesthetic insights, focusing on the ethical and spiritual dimensions of the shared experience. Concepts like Sadharanikaran and Rasa emphasize achieving commonality and emotional essence in the communication process. These long-standing approaches continue to inform the study of communication in India, providing a distinct alternative to Western models and reflecting

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the country's profound cultural and intellectual heritage.

116. (A) P-3, Q-4, R-1, S-2
The Press Council of India is a statutory body that provides a self-regulatory mechanism for the print industry. The First Press Commission (1954) conducted the initial comprehensive review of the press in independent India. The Prasar Bharati Act was implemented to grant autonomy to the country's public service broadcasters, AIR and Doordarshan. Finally, the Ministry of Information and Broadcasting serves as the primary government body responsible for formulating national media policy and overseeing the sector's general regulation and development.

117. (A) Language press mobilizing public opinion for movements.
The media played a critical role in the linguistic reorganization and formulation of states like Maharashtra and Gujarat by mobilizing public opinion through the regional language press. Newspapers in Marathi and Gujarati articulated the cultural and linguistic aspirations of their respective communities, providing a platform for leaders and fostering a strong sense of regional identity. These media campaigns were instrumental in pressuring the government to bifurcate the Bombay state and create new administrative boundaries based on language, demonstrating the political power of journalism.

118. (B) Use of satellite programs like EDUSAT for schools.
The use of satellite technology, such as the EDUSAT program, is a prime example of applying communication theories of educational change. This initiative uses satellite-based broadcasting to deliver high-quality educational content and interactive learning opportunities to students in remote and underserved areas across India. By leveraging modern communication tools, the program aims to bridge educational disparities and enhance the quality of teaching and learning, reflecting the theory that media can be a powerful catalyst for social and educational transformation and progress.

119. (C) The commitment to verification and objectivity.
The defining difference between journalism and propaganda lies in the commitment to verification and objectivity. While both may use mass media to reach large audiences and can be persuasive, journalism is grounded in a professional discipline of finding and verifying facts from multiple sources. It aims to provide a balanced and accurate account of reality to inform the public. Propaganda, in contrast, is characterized by the intentional use of biased or misleading information to promote a specific political cause or viewpoint.

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120. (A) (a), (b), (c), (d)
The institutional development of the Indian press follows a clear chronological order. The First Press Commission was established in 1952 to review the state of the industry. This was followed by the initial enactment of the Press Council Act in 1965 to provide a self-regulatory body. The Second Press Commission was later constituted in 1978 for a further assessment. Finally, the Prasar Bharati Act was passed in 1990 and implemented in 1997 to grant institutional autonomy to the national public broadcasters.

121. (A) A complex and pluralistic system with public and private media.
Mass communication in India is best described as a complex and pluralistic system characterized by a diverse range of media outlets and ownership structures. This landscape includes powerful public service broadcasters alongside a large and growing number of private television channels, radio stations, and newspapers. The system is marked by significant linguistic and regional diversity, reflecting the country's multi-cultural fabric. This pluralism ensures a variety of perspectives, although it also presents challenges related to regulation, quality standards, and the balancing of commercial and public interests.

122. (A) It underestimates the role of social factors in shaping technology.
A significant critique of technological determinism is that it tends to overlook the role of social, political, and economic factors in shaping the development and use of technology. Critics argue that technology is not an independent force that dictates social change; rather, it is created and used within a specific social context. Human agency, cultural values, and institutional

interests play a critical role in determining which technologies are developed and how they are ultimately integrated into and impact society, countering a purely technology-driven view.

123. (C) Spiritual and philosophical discourse.
The Indian approach to communication, tracing its origins to the Vedic era, is deeply rooted in spiritual and philosophical discourse. Early traditions emphasized the oral preservation of sacred texts and the importance of ethical speech in achieving higher states of consciousness. This perspective views communication not just as a tool for information exchange, but as a path toward understanding ultimate truth and fostering social harmony. These ancient values continue to influence Indian cultural perceptions of speech, highlighting the profound connection between communication and spiritual life.

124. (B) (b), (c) and (e) only
Globalization has profoundly impacted Indian media by introducing a wide variety of new formats and genres from around the world. It has also led to a significant increase in foreign investment in the media sector, facilitating technological advancement and growth. Furthermore, the commercial pressures of a globalized market have often resulted in a greater emphasis on entertainment-based content to attract larger audiences. While regional media remains strong, these global trends have fundamentally changed the types of content available and the economic structure of the industry.

125. (A) How dominant ideologies are reproduced through cultural texts.
From a critical perspective, the study of media and culture investigates how media products serve to reproduce and reinforce dominant social ideologies. Researchers analyze cultural texts, such as films and television shows, to understand how they may legitimize existing power structures and marginalize certain groups. This approach aims to reveal the hidden political and economic interests that shape cultural content and public perception. By deconstructing these messages, critical theorists seek to foster a more aware and skeptical audience capable of challenging systemic social inequalities.

126. (B) Prioritize national development goals over commercial interests.
The development communication model posits that media should be an active partner in the process of national progress. According to this theory, communication platforms should prioritize the dissemination of information related to health, education, and economic development over purely commercial or entertainment interests. This approach emphasizes the role of the state and media in empowering citizens, particularly in developing nations, with knowledge that can improve their lives and foster social change, reflecting a belief that media has a vital role in nation-building.

127. (C) Radio
The history of electronic media in India began with the introduction of radio broadcasting in the 1920s. Initial efforts were by private radio clubs, followed by the establishment of the Indian Broadcasting Company. The government eventually took control, leading to the formation of All India Radio. For several decades, radio was the primary and often the only form of electronic mass communication, playing a vital role in national integration and the dissemination of news and developmental information before the arrival of television.

128. (A) Both A and R are true and R is the correct explanation of A.
Journalism and media education have become significant academic fields in India, reflecting the rapid expansion and diversification of the media industry over the last few decades. The proliferation of television channels, digital platforms, and radio stations has created a high demand for trained professionals. As a result, many public and private institutions have introduced specialized courses to provide students with the necessary theoretical knowledge and practical skills. This academic growth is a direct response to the evolving needs and increasing complexity of the modern media environment.

129. (B) Plato's Dialogues
The Western perception of communication as a rigorous inquiry through dialogue is most famously expressed in Plato's Dialogues. In these texts, Plato uses a question-and-answer method to test assumptions and seek deeper philosophical

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truths. This approach emphasizes rational discourse and critical thinking as the best way to achieve knowledge and clarity of thought. For Plato, the collaborative and structured process of dialogue was far superior to the superficial techniques of rhetoric, establishing a foundation for structured debate and intellectual inquiry in the Western tradition.

130. (A) The establishment of SITE for rural education.
The Satellite Instructional Television Experiment (SITE) was a landmark post-independence policy that reflected the Indian government's commitment to using media for development. By using satellite technology to broadcast educational programs directly to thousands of rural villages, the project aimed to improve literacy, health, and agricultural practices. This initiative demonstrated a strategic use of advanced communication tools to reach remote and underserved populations, highlighting the belief that media should serve as a catalyst for social progress and the empowerment of the rural poor.

131. (A) Criticism is post-publication; censorship is pre-publication.
Media criticism and media censorship are fundamentally different practices in terms of their timing and purpose. Censorship involves the government or a controlling authority reviewing and potentially blocking content before it is published or broadcast. In contrast, media criticism occurs after publication, involving the systematic and public analysis of media content and performance. While censorship is a tool of control that restricts information flow, criticism is a tool of accountability that aims to evaluate and improve the quality of information within society.

132. (B) Paradigms or approaches to conducting research.
The administrative and critical traditions represent two fundamental approaches to communication research. The administrative tradition uses empirical methods to solve practical problems for media organizations, focusing on efficiency and audience effects. The critical tradition, influenced by social theory and Marxism, investigates the relationship between communication and power structures, questioning the status quo and the ideological impact of media. These two paradigms offer different perspectives on the role of media in society and the appropriate methods for studying and understanding its social influence.

133. (A) The disinvestment in public sector undertakings (PSUs).
The disinvestment in public sector undertakings is a key example of how globalization has influenced politico-economic developments in India. Since the early 1990s, the government has adopted policies of liberalization and privatization, reducing state control over various industries to encourage competition and efficiency. This shift reflects a move away from the centralized economic model toward one that is more integrated with global capitalist systems. Disinvestment aims to improve the performance of these enterprises while attracting private and foreign investment into the national economy.

134. (C) Rhetoric - An Aristotelian concept of persuasive communication.
Rhetoric is an Aristotelian concept that defines the art of persuasive communication in public speech. Aristotle developed a comprehensive system for studying how speakers can use logic, emotion, and credibility to influence an audience's beliefs. In contrast, Sadharanikaran is an Indian concept of achieving commonness, and Right Speech is a Buddhist ethical guideline. Technological determinism is a modern media theory, not a Marxist one. Correct identification of these terms and their origins is essential for understanding the different traditions of communication studies.

135. (B) The influence of the language press in reorganisation.
The study of media's role in the formulation of states in India primarily focuses on how the regional language press influenced the linguistic reorganization of state boundaries. After independence, newspapers published in various Indian languages were crucial in articulating and mobilizing support for the creation of states based on shared linguistic and cultural identities. These publications provided a platform for local movements and helped foster a sense of community, eventually leading to the significant

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administrative restructuring of the country along linguistic lines in the 1950s.

136. (C) Peter Drucker
The term 'knowledge society' was popularized by the influential management theorist Peter Drucker. He used the concept to describe a future society where knowledge, rather than land or labor, would be the primary economic resource. Drucker argued that in this new era, the ability to create, distribute, and apply knowledge would be the key to social and economic success. This concept has since become central to understanding the modern global economy, emphasizing the importance of innovation, lifelong learning, and the intellectual capacity of all individuals.

137. (B) Acceptance
Media literacy is based on a set of active and critical skills rather than the passive acceptance of information. Its core components include access to various media forms, the analysis of their underlying messages, and the evaluation of the credibility and intent of different sources. These competencies empower individuals to question what they see and hear, recognize potential biases, and understand how media content is constructed. Acceptance is the opposite of the critical approach that media literacy aims to foster in a responsible and aware citizenry.

138. (A) A comprehensive survey of the press was undertaken.
The work of the First Press Commission was a landmark in Indian media history because it involved the first comprehensive and systematic survey of the national press after independence. The commission investigated ownership structures, financial health, and ethical standards, providing a detailed assessment of the industry's strengths and weaknesses. Its recommendations were foundational, leading to the creation of the Press Council and the Registrar of Newspapers, and establishing a framework for media policy aimed at ensuring the press's democratic role and social responsibility.

139. (A) It is often funded by media organizations to solve practical problems.
The administrative tradition in communication research is characterized by its focus on practical, empirical studies that address the immediate needs of media institutions. This type of research is frequently funded by media organizations or government agencies to measure audience reach, improve advertising effectiveness, or enhance operational efficiency. It typically operates within the existing institutional framework, seeking to optimize current systems rather than challenging the broader social or political power structures, which distinguishes it from the more ideological and systemic focus of the critical tradition.

140. (D) 'Bengal Gazette' was published by Raja Ram Mohan Roy.
The statement that the 'Bengal Gazette' was published by Raja Ram Mohan Roy is incorrect. The 'Bengal Gazette', also known as 'Hicky's Bengal Gazette', was the first newspaper in India and was published by James Augustus Hicky in 1780. Raja Ram Mohan Roy was a key figure in Indian journalism, but he is associated with other influential publications such as 'Sambad Kaumudi'. Correcting historical facts about pioneers and early milestones is essential for a precise understanding of the development of the Indian press.

141. (A) The artistic form of calligraphy and geometric patterns.
In the Islamic tradition, aesthetic perception is often expressed through highly developed forms of calligraphy and intricate geometric patterns. Since Islamic art traditionally avoids the representation of human or animal forms in religious contexts, artists have focused on the beauty of the written word and mathematical precision. This approach views communication as an art form that can evoke spiritual contemplation and aesthetic appreciation through visual harmony and symbolic expression, reflecting a unique cultural integration of faith, art, and the dissemination of knowledge.

142. (A) It offers access to global culture but also poses erosion threats.
Globalization is often described as a double-edged sword because it provides increased access to a wide range of global ideas, products, and cultural expressions while simultaneously posing a threat to local traditions. While it fosters international interconnectedness and offers new opportunities for cultural exchange, it can also lead to the

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erosion of regional languages and customs as they are overshadowed by more dominant global trends. This process requires a continuous negotiation and adaptation as societies strive to benefit from global connectivity while preserving their unique identity.

143. (C) 'Right Speech' as an ethical guide is from the Buddhist tradition.
'Right Speech' (Samma Vaca) is a central ethical guideline in the Buddhist tradition, forming part of the Noble Eightfold Path. It emphasizes the importance of truthful, kind, and beneficial communication while avoiding lies, gossip, or harsh language. This approach highlights the moral responsibility of individuals to use speech as a tool for fostering harmony and understanding. Correctly identifying this concept and its origin is essential for understanding the diverse ethical frameworks that different philosophical traditions bring to the study of communication.

144. (A) (a), (c) and (e)
Marshall McLuhan is a prominent figure in media studies, known for his theory of technological determinism. He argued that the nature of the medium itself fundamentally shapes society, coining the famous term 'global village' to describe how electronic media shrink the world. McLuhan also introduced a distinction between 'hot' media, which are high-definition and require little participation, and 'cool' media, which are low-definition and require more audience engagement. His work remains influential for its focus on the sensory and social impact of communication technologies.

145. (A) How the class interests of owners influence news coverage.
A Marxist approach to journalism studies focuses on the relationship between media ownership and the maintenance of political and economic power. It investigates how the class interests of media owners can influence the framing and selection of news stories to support the status quo and the capitalist system. This perspective argues that because media institutions are typically controlled by the ruling elite, news coverage often reinforces dominant ideologies and marginalizes viewpoints that challenge existing power structures, emphasizing the need for critical analysis of media control.

146. (A) Provide a balanced account with historical context.
Ideally, a journalist covering a protest for a new state should provide a balanced and comprehensive account that includes the movement's historical context. This involves presenting the perspectives of the protesters, the local community, and the government while explaining the cultural or linguistic factors driving the demand. By providing an objective and multi-faceted report, the journalist helps the public understand the complexities of the issue, fulfilling the ethical duty of journalism to inform citizens and facilitate informed public discourse on significant political events.

147. (D) Statement I is false, but Statement II is true.
Normative theories of the press are distinct from descriptive theories in that they are prescriptive rather than just explanatory. While descriptive theories explain how media systems actually function in reality, normative theories describe how they ought to or should function according to specific philosophical or political ideals. These theories, such as the social responsibility or libertarian models, set the standards and goals for media systems, providing a framework for evaluating their relationship with the state and their responsibility to the general public in a society.

148. (A) The convergence of communication and information technologies.
The transition toward a knowledge society is primarily facilitated by the convergence of various communication and information technologies. This integration allows for the rapid creation, distribution, and application of knowledge across global networks. By combining computing power, telecommunications, and digital media, this convergence empowers individuals and organizations to collaborate more effectively and innovate continuously. This technological shift is a cornerstone of the modern global economy, enabling the move from simple information access to the sophisticated use of knowledge to drive social and economic progress.

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149. (A) Satya (truth) and Dharma (righteous conduct).
The ethical framework for communication found in ancient Indian texts like the Vedas and Upanishads places a high priority on the principles of Satya (truth) and Dharma (righteous conduct). This tradition emphasizes that speech should be honest, beneficial, and aligned with moral law to maintain social and cosmic order. Communication is viewed as a sacred act that requires integrity and responsibility, with the ultimate goal of fostering understanding and spiritual growth. These foundational values continue to influence Indian cultural perceptions of effective and ethical communication today.

150. (A) A dialogue and sometimes conflict between global and local culture.
A major socio-cultural consequence of media globalization in India is the emergence of a continuous dialogue and occasional conflict between global trends and local traditions. As international media content becomes more accessible, it interacts with domestic cultural values, leading to both the adoption of new ideas and the reassertion of regional identities. This dynamic process can result in cultural hybridity, where elements of both global and local cultures are blended, reflecting the complex way in which societies negotiate their place in an increasingly interconnected and cross-border information environment.

151. (A) Feedback is delayed and indirect in mass communication.
A fundamental difference between mass communication and interpersonal communication is the nature of feedback. In interpersonal communication, feedback is typically immediate and direct, occurring through face-to-face interaction or personal channels. In contrast, mass communication involves a one-to-many model where the message is sent through a mechanical or digital medium to a large, scattered audience. Consequently, feedback from the audience to the source is often delayed and indirect, taking forms like letters to the editor, ratings, or social media comments after the message has been delivered.

152. (B) P-2, Q-4, R-3, S-1
Media literacy is the critical ability to analyze and create various media messages. Media criticism involves the systematic evaluation of media performance and its societal impact. The Press Council of India functions as a statutory body for the self-regulation of the print industry, adjudicating on ethical complaints. Finally, Press Commissions are government-appointed bodies established to conduct periodic and holistic studies of the press landscape and recommend policies. Each of these concepts plays a distinct role in ensuring the health and accountability of the media environment.

153. (A) The IX Asian Games in Delhi (1982).
The introduction of national colour television broadcasting in 1982 was a major landmark in the history of Indian electronic media, specifically timed to coincide with the hosting of the IX Asian Games in Delhi. This event catalyzed a rapid expansion of the television network and led to a surge in TV set ownership across the country. The transition from black and white to colour fundamentally changed the viewer's experience and marked the beginning of a new era in Indian television, significantly enhancing its impact and popular appeal.

154. (A) The impact of media messages on values and structures.
Communication theories of socio-cultural change investigate how media messages and communication processes influence societal values and social structures over time. These theories explore how the dissemination of new ideas and the interaction between different groups can lead to long-term transformations in norms, beliefs, and behaviors. By analyzing the role of communication in social movements, identity formation, and cultural shifts, researchers can better understand how information flows act as a catalyst for the continuous evolution and change of human societies and their cultural fabrics.

155. (A) Both A and R are true and R is the correct explanation of A.
Philosophical traditions from both the East and West have significantly enriched our understanding of communication. In the West, the Aristotelian tradition emphasized rhetoric and the strategic use of speech for persuasion. In contrast, Eastern traditions, such as those found

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in India, focused more on achieving commonality and shared understanding through concepts like Sadharanikaran. Both perspectives offer valuable insights into the nature and purpose of communication, highlighting the diverse ways in which different cultures have approached the study of human interaction and the shared exchange of meaning.

156. (A) Transnational, acknowledging the flow across borders.
In a globalized world, the framework for understanding media and culture must be transnational, recognizing that information and cultural expressions constantly flow across national borders. This perspective acknowledges that local cultures are no longer isolated but are part of a complex global network of exchange and interaction. It examines how global trends are adapted and modified in different regional contexts, leading to new, hybrid cultural forms. Understanding these cross-border connections is essential for grasping the dynamic and interconnected nature of modern social and cultural life worldwide.

157. (A) All India Radio - Guglielmo Marconi
The pair 'All India Radio - Guglielmo Marconi' is incorrect in the context of Indian media landmarks. While Marconi was the inventor of wireless telegraphy and a pioneer of radio technology, All India Radio (AIR) is the state-owned public broadcaster established by the Government of India in 1936. Other pairs correctly identify historical milestones, such as James Augustus Hicky's founding of the 'Bengal Gazette' and Raja Ram Mohan Roy's 'Sambad Kaumudi'. Correct identification of institutions and their founders is vital for accurate historical understanding.

158. (A) Cause: rise of language press; Effect: regional identities.
In media studies, the rise of the regional language press is seen as a key cause that helped foster and strengthen regional identities. By publishing in local languages and focusing on regional issues, these newspapers provided a platform for articulating unique cultural and political aspirations. This process created a shared sense of community among speakers of the same language, which was instrumental in mobilizing support for various movements, including the reorganization of Indian states based on linguistic lines, demonstrating a clear cause-and-effect relationship.

159. (A) Act as a collective agitator and propagandist for the party.
According to the Soviet-Communist normative theory, the media's primary function is to serve as a tool for the state and the ruling party to achieve socialist goals. In this model, the press is expected to act as a collective organizer, agitator, and propagandist, helping to mobilize the masses and promote official ideology. Media outlets are owned and controlled by the state or the party to ensure that all information disseminated aligns with national interests and supports the building of a socialist society, prioritizing collective goals over individual freedom.

160. (B) (b) and (c) only
Media policies in India have frequently focused on utilizing communication platforms for national development and education. A significant example is the Prasar Bharati Act, which was a strategic policy measure designed to grant institutional autonomy to the country's public broadcasters, All India Radio and Doordarshan. These policies reflect a consistent effort to balance state control with the need for public service and independent functioning. Unlike a static environment, Indian media policies have evolved to address technological advancements and the changing social and democratic needs of the nation.

161. (A) Marshall McLuhan
The concept of technological determinism is most closely associated with the media theorist Marshall McLuhan. This theory suggests that the characteristics of a communication technology are the primary drivers of social and cultural change, often more so than the actual content being communicated. McLuhan's work, including his famous statement 'the medium is the message', argues that each new medium fundamentally reshapes human perception and the structure of society. This perspective remains a central theme in media studies for its focus on the transformative power of technological innovation.

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162. (A) Avoiding harmful or hateful speech.
The ethical perception of communication in the Buddhist tradition, specifically the principle of Ahimsa (non-violence), translates to avoiding any form of harmful or hateful speech. This approach emphasizes the moral responsibility of individuals to use words that are kind, peaceful, and constructive. It discourages speech that could cause pain, discord, or psychological harm to others. By practicing non-violence in communication, individuals contribute to personal spiritual growth and the creation of a more harmonious and compassionate society, reflecting a profound commitment to ethical conduct in all social interactions.

163. (A) The influence of the regional language press in demand for states.
The role of the media in the formulation of Andhra Pradesh is a classic example of how the regional language press can influence political movements. Telugu-language newspapers were pivotal in articulating the linguistic and cultural aspirations of the community, providing a platform for advocacy and mobilizing public support for a separate state. This media engagement helped foster a strong sense of identity and put significant pressure on the central government, leading eventually to the reorganization of state boundaries based on linguistic criteria, demonstrating the political power of local journalism.

164. (A) Reducing the influence of business interests on editorial content.
The Second Press Commission's recommendation for 'delinking' newspaper ownership from other business interests was primarily aimed at protecting editorial independence. The concern was that owners with significant interests in other industries might use their media outlets to promote their business goals, potentially compromising the objectivity and integrity of news coverage. By separating media ownership from other commercial ventures, the commission hoped to ensure that newspapers remained focused on their public service role and were not subjected to the undue influence of corporate or private economic interests.

165. (A) Logos, Ethos, Pathos
The concepts of Logos (logic), Ethos (credibility), and Pathos (emotion) are foundational elements of communication theory from the Western tradition, specifically from the work of Aristotle on rhetoric. In contrast, concepts like Sadharanikaran, Samma Vaca, and Rasa are rooted in Eastern traditions such as the Hindu and Buddhist philosophies. Understanding the different origins of these terms is essential for grasping the unique historical and cultural perspectives that both Western and Eastern traditions contribute to the global study of human communication and aesthetic perception.

166. (A) The liberalisation of the economy and opening up of sectors.
A major politico-economic development in India directly linked to globalization is the economic liberalization that began in the early 1990s. This process involved the systematic reduction of government control over various industrial sectors and the opening of the national market to international trade and investment. These changes have led to increased global integration, the entry of multinational corporations, and technological modernization across many fields, including media and telecommunications. Liberalization fundamentally transformed India's economic landscape, aligning it more closely with the global market and fostering rapid growth in several key industries.

167. (A) Media literacy
Media literacy is the critical capacity to deconstruct and analyze media content, such as television advertisements, to understand the underlying messages and persuasive techniques being used. A media-literate person can recognize bias, evaluate the credibility of information, and understand the commercial or political intent behind various messages. These skills empower individuals to be more discerning consumers and active participants in the information age. By understanding how media is constructed and its potential impact, citizens can navigate the modern communication environment more effectively and make more informed decisions.

168. (D) Statement I is false, but Statement II is true.
The administrative and critical traditions represent two very different approaches to communication research and are not interchangeable. The

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administrative tradition focuses on practical, empirical studies to improve the efficiency and effectiveness of media organizations within the current system. In contrast, the critical tradition investigates the underlying relationship between communication and power, examining how media can reinforce or challenge existing social ideologies and inequalities. While the former aims to optimize media operations, the latter seeks to critique the status quo and reveal the hidden interests that shape media systems and their social impact.

169. (A) To test the feasibility of using satellite for rural development.
The primary objective of the Satellite Instructional Television Experiment (SITE), conducted in 1975-76, was to test whether satellite technology could be effectively used for development in rural India. By broadcasting educational programs on health, agriculture, and primary education directly to thousands of remote villages, the project aimed to assess the potential of this advanced technology to reach underserved populations. SITE was a pioneering collaborative effort that demonstrated the power of satellite communication as a tool for national development, providing vital information and learning opportunities to improve the lives of the rural poor.

170. (A) (d), (a), (b), (c)
The historical progression of communication traditions and theories follows a clear timeline starting with the ancient Indian Vedic oral traditions. This was followed by Aristotle's work on rhetoric in the 4th century BCE. Much later, in the early 20th century, normative theories of the press emerged to set ideals for media systems. Finally, in the 1960s, Marshall McLuhan introduced technological determinism, focusing on the sensory impact of new media. This chronological order reflects the continuous evolution of how humans have understood and theorized about the nature and social impact of communication over millennia.

171. (A) Leads to the global expansion of capitalism and corporatism.
A Marxist critique of globalization's effect on media argues that it facilitates the global expansion of capitalism and corporate power. This perspective posits that transnational media corporations use globalization to dominate international markets and spread consumerist ideologies that serve the interests of the capitalist class. According to this view, globalization often leads to the erosion of local cultures and the marginalization of alternative viewpoints as global media flows become increasingly concentrated in the hands of a few powerful corporations, reinforcing systemic inequalities on a worldwide scale through the control of information.

172. (A) A democratic society
The function of journalism to provide verified information that enables citizens to make informed decisions is a cornerstone of a healthy democratic society. In a democracy, the public relies on an independent and responsible press to keep them informed about government actions, public policies, and societal issues. This role as a 'watchdog' ensures transparency and accountability, facilitating the public discourse necessary for democratic participation. By providing accurate news and diverse perspectives, journalism empowers citizens to participate effectively in the political process and contribute to the well-being of their community.

173. (D) All of the above
Journalism and media education in India today are characterized by several key tensions that reflect the complexity of the field. This includes a gap between theoretical knowledge and practical skills required by the industry, and the challenges of maintaining quality standards amidst a rapid increase in the number of institutions. Furthermore, there is a continuous debate regarding the role and influence of English-language versus regional-language education. Addressing these diverse issues is essential for ensuring that media education remains relevant and effective in producing skilled professionals capable of navigating the dynamic modern media landscape.

174. (B) (b), (d) and (e)
The history of electronic media in India is marked by several key developments, including the long-standing monopoly of Doordarshan as the sole television broadcaster for many years. This era ended in the early 1990s with the rise

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of private satellite television following economic liberalization. Additionally, the national public broadcaster, All India Radio, has its origins in the private Indian Broadcasting Company. While television broadcasting initially started in black and white, these historical shifts collectively define the transformation of the country's broadcasting landscape from a state-controlled model to a pluralistic and competitive environment.

175. (A) The focus on the beauty and emotional impact of a message.
An aesthetic perception of communication focuses on the artistic and experiential qualities of the message, prioritizing its beauty and emotional impact on the audience. This approach values the creative use of language, imagery, and symbolism to evoke a deep, experiential response, moving beyond purely factual or logical content. It views communication as an art form that aims to touch the soul and cultivate aesthetic appreciation. This perspective is prominent in many Eastern traditions, where the successful transmission of emotion and the creation of aesthetic pleasure are seen as primary goals of effective communication.

176. (A) The guidelines for FDI in the media sector.
The guidelines for Foreign Direct Investment (FDI) in the media sector serve as a clear example of a formal media policy of the Government of India. These policies establish the rules and limits for foreign ownership and investment in various segments of the media industry, such as news, entertainment, and broadcasting. By regulating FDI, the government aims to balance the need for investment and technological advancement with national interests and the preservation of domestic media independence. Such policies are essential for shaping the economic and institutional framework within which the national media landscape operates.

177. (A) Seeks to critique power and inequality in the status quo.
The critical tradition in media studies is 'critical' because it investigates and critiques the underlying power structures and social inequalities that shape media systems and their content. Rather than accepting the status quo, this approach questions the hidden political and economic interests that may influence the public sphere and reinforce dominant ideologies. Influenced by social theory and Marxism, researchers in this tradition aim to reveal how communication can be used as a tool for social control and seek to foster a more aware and skeptical audience capable of challenging systemic social injustices.

178. (B) Oral tradition
The Indian tradition of communication, particularly from the Vedic era, placed a significant emphasis on the oral transmission of knowledge through the concepts of 'shruti' (that which is heard) and 'smriti' (that which is remembered). This approach relied on highly structured vocal techniques and meticulous memorization to preserve sacred texts and philosophical wisdom across generations without the use of writing. This long-standing oral tradition highlights the perceived power of the spoken word and the importance of the direct relationship between teacher and student in the preservation and dissemination of cultural knowledge.

179. (A) Both A and R are true and R is the correct explanation of A.
The regional language press played a pivotal role in the linguistic reorganization of states in India by helping to create and reinforce a shared sense of linguistic identity among the people. Newspapers published in local languages provided a powerful platform for articulating the cultural and political aspirations of various communities, mobilizing public opinion in support of movements for separate states. By fostering this sense of collective identity, the language press became an instrumental force in the political process that eventually led the national government to restructure state boundaries along linguistic lines in the 1950s.

180. (A) Global products and ideas are adapted to suit local preferences.
Glocalisation refers to the dynamic process where global products, ideas, and media content are adapted and modified to fit the specific needs and preferences of local cultures. Rather than leading to simple cultural homogenization, this phenomenon results in the creation of hybrid forms that reflect both global trends and regional traditions. This process demonstrates how societies negotiate international influences,

integrating them into domestic practices in ways that preserve local identity while participating in the global market. Glocalisation highlights the resilience of local cultures and their active role in shaping the impact of globalization.

181. (C) It has the power to impose fines and imprisonment.
The statement that the Press Council of India (PCI) has the power to impose fines and imprisonment is incorrect. The PCI is a statutory, quasi-judicial body established to preserve the freedom of the press and maintain journalistic standards, but it lacks the penal powers of a criminal court. Its authority is primarily moral, allowing it to investigate complaints and issue censures, warnings, or admonishments to newspapers and journalists for ethical breaches. This self-regulatory model aims to uphold professional standards and accountability through public scrutiny rather than legal punishment or state-imposed financial penalties.

182. (A) The invention of the printing press was more socially significant than the content.
The theory of technological determinism argues that the specific characteristics of a new technology are the primary drivers of social change. In the case of the printing press, a determinist would argue that the technology itself, by enabling the mass production of books, fundamentally transformed society by changing how information was shared and how people thought. This perspective suggests that the structural impact of the medium—such as fostering literacy and individualism—is more significant than the actual content of any individual book, as it reshapes social organization and cultural values on a broader scale.

183. (A) The journalistic duty of fairness and impartiality.
A news channel that repeatedly shows a biased perspective while ignoring facts is failing in its fundamental journalistic duty of fairness and impartiality. The core professional standard of journalism is to provide the public with an accurate, balanced, and objective account of events. By presenting only one side of an issue or misrepresenting the facts, a media outlet compromises its credibility and violates the ethical responsibility to inform the public truthfully. Such failures undermine the role of the press as a reliable source of information and a vital platform for healthy and informed public discourse.

184. (A) Spreading 'Amr bil Ma'ruf' (enjoining good).
In the Islamic tradition, communication is viewed as a means of fulfilling the moral duty of 'Amr bil Ma'ruf' (enjoining good and forbidding evil). This perspective emphasizes that speech and media should be used to promote virtue, justice, and social harmony within the community. Communication is seen as a social and spiritual responsibility, requiring individuals to speak truthfully and act with integrity. This ethical framework prioritizes the collective well-being and the dissemination of moral guidance, reflecting a belief that all forms of human interaction should be guided by principles of righteousness and spiritual awareness.

185. (A) Taking information beyond the English-speaking elite.
The growth of Indian language print media was a significant landmark because it democratized access to information by reaching a much wider audience beyond the English-speaking elite. By publishing in regional languages, these newspapers enabled vast segments of the population to participate in public discourse and stay informed about social and political developments. This expansion played a crucial role in fostering national and regional identities, encouraging literacy, and mobilizing support for various movements, fundamentally changing the reach and social impact of the press across the diverse linguistic landscape of the Indian subcontinent.

186. (A) Agenda-Setting
Agenda-setting is not a normative theory of the press but rather an empirical communication theory that describes how media influence public perception. It posits that by selecting which issues to emphasize, the media can dictate which topics the public considers most important. In contrast, normative theories like the authoritarian, libertarian, and social responsibility models are prescriptive, defining the ideal roles and ethical responsibilities of the press within a society. While normative theories describe how media ought to function, agenda-setting explains a

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specific effect that media has on the overall public and its collective priorities.

187. (B) P-4, Q-3, R-2, S-1
These philosophers and traditions offer distinct insights into communication. Plato emphasized dialectic as a structured process for seeking universal truth. Aristotle established the foundations of rhetoric, focusing on the art of persuasive public speaking. The Buddhist tradition contributed the ethical guideline of 'Samma Vaca' (Right Speech) as part of a path toward enlightenment. Finally, the Hindu tradition, particularly through Bharata Muni, developed the concept of 'Rasa' to explain the aesthetic experience and emotional essence of communication, highlighting the diverse philosophical and cultural approaches to understanding human interaction.

188. (B) The erosion of local cultural practices and languages.
A significant negative socio-cultural impact of globalization in India is the potential erosion of local cultural practices and regional languages. As international media and global brands become increasingly dominant, there is a risk that they may overshadow or replace unique local traditions. This process can lead to cultural homogenization, where diverse regional customs are replaced by more uniform global trends. Preserving cultural diversity becomes a challenge in an increasingly interconnected world, where the rapid spread of global content can sometimes weaken the sense of regional identity and the continuity of long-standing cultural heritages.

189. (D) General public
The primary and most fundamental task of journalism is to serve the general public by providing accurate, timely, and relevant information. In a democratic society, the press acts as a public service institution, keeping citizens informed about government actions, public policies, and societal developments. By fulfilling this role, journalism ensures transparency and accountability, facilitating the informed public discourse necessary for democratic participation. While journalists may interact with various interests, their ultimate professional and ethical responsibility is to provide the truth to the public, supporting their right to know and participate in society.

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190. (B) Grant autonomy to AIR and Doordarshan.
The establishment of Prasar Bharati was a landmark event in Indian media history, aimed at granting institutional autonomy to the country's national public service broadcasters, All India Radio and Doordarshan. Before this, these entities were under direct government control as departments of the Ministry of Information and Broadcasting. The Prasar Bharati Act sought to ensure that public broadcasting remained independent from political influence, allowing it to serve the public interest more effectively by providing balanced and impartial news and developmental programs, reflecting a commitment to institutional autonomy in a democratic media landscape.

191. (C) (b), (c) and (e)
A knowledge society is characterized by the central role that creativity, innovation, and the productive use of knowledge play in its functioning. It is seen as a more evolved stage of an information society, where the focus shifts from mere access to data to the sophisticated application of information to drive social and economic progress. In such a society, the creation, dissemination, and ethical use of knowledge are essential for achieving prosperity and addressing collective challenges. This concept emphasizes human intellect and lifelong learning as the most important resources for sustainable development in the modern world.

192. (B) "In whose interest does media operate?"
The shift from administrative to critical research in communication studies represents a fundamental change in the primary question being asked. While administrative research focuses on improving media efficiency for existing institutions, critical research investigates the underlying relationship between communication and power. It asks 'in whose interest does the media operate?', aiming to reveal how media systems may reinforce dominant ideologies and social inequalities. This perspective challenges the status quo and seeks to understand how hidden political and economic interests shape the production of information and the overall social impact of mass media in society.

193. (B) Ethos
In Aristotle's model of communication and persuasion, 'ethos' refers to the speaker's credibility, character, and authority. He argued that an audience is more likely to be persuaded if they perceive the communicator as trustworthy, knowledgeable, and of good character. Ethos is one of the three primary modes of appeal, alongside pathos (emotion) and logos (logic). This concept highlights the importance of the speaker's reputation and the relationship between the source and the receiver in the successful transmission of a persuasive message, establishing a foundation for modern studies of credibility in communication.

194. (A) Market-driven, responding to the industry needs.
The growth of journalism and media education in India has been largely market-driven, expanding rapidly in response to the massive growth of the media industry. The proliferation of private television channels, digital platforms, and radio stations has created a high demand for trained professionals. As a result, many institutions have introduced specialized courses to provide students with the necessary skills to work in this dynamic environment. While this growth offers more opportunities, it also presents challenges related to maintaining quality standards and ensuring that the curriculum remains relevant to the evolving needs of the professional media sector.

195. (A) Political history and communication
The study of media's role in the formulation of states in India is best approached through the intersection of political history and communication. This research area examines how media platforms, particularly the regional language press, were used to articulate cultural identities and mobilize support for new administrative boundaries. By analyzing historical records and communication processes, researchers can understand how news coverage and advocacy campaigns influenced public opinion and government decisions. This interdisciplinary approach provides a comprehensive understanding of how information flows shape the political structure and regional organization of a nation like India.

196. (A) A dynamic process of negotiation and meaning-making.
A framework for understanding culture in a globalized world suggests that culture is not a static product but a dynamic process of continuous negotiation and meaning-making. This perspective recognizes that international media flows interact with local traditions, leading to the constant modification and adaptation of cultural expressions. It focuses on how individuals and communities interpret and integrate global trends into their own social lives, resulting in new, hybrid forms of identity. This interplay highlights the active role that audiences play in cultural exchange, where meanings are created through a complex dialogue between the global and the local.

197. (A) Both A and R are true and R is the correct explanation of A.
The social responsibility theory of the press is often seen as a practical compromise between the authoritarian and libertarian models. While it supports the principle of press freedom from government control, it also insists that the media has a moral obligation to serve the public interest and maintain high ethical standards. The assertion is well-supported by the reasoning that the theory aims to ensure the media acts as a responsible and accountable institution in a democracy. It provides a balanced framework that protects journalistic freedom while demanding a commitment to social duty and professional integrity.

198. (A) A knowledge society emphasizes the productive use of knowledge.
The key difference between an information society and a knowledge society lies in the focus and use of information. While an information society is defined by the widespread availability of data and the technological infrastructure for its dissemination, a knowledge society emphasizes the capacity to analyze, synthesize, and apply that information creatively to drive progress. This concept prioritizes human intellect, innovation, and the transformation of information into meaningful knowledge to solve social and economic problems. In a knowledge society, the productive and ethical use of information

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becomes the primary resource for achieving national and global prosperity.

199. (A) The publication of 'Kesari' by Tilak.
The publication of 'Kesari' by Bal Gangadhar Tilak is a major landmark in the history of Indian language print media. Published in Marathi, the newspaper was a powerful instrument for political awakening and social reform during the freedom struggle. Tilak used 'Kesari' to criticize colonial policies, promote nationalist ideas, and mobilize the public against foreign rule. This landmark highlights the influential role that regional journalism played in fostering a sense of national identity and serving as a vital platform for advocacy and public discourse in an Indian language throughout the colonial era.

200. (B) To undertake a periodic, holistic review of the press.
The primary function of a Press Commission in India is to conduct a periodic and comprehensive review of the entire newspaper industry. These government-appointed bodies are tasked with investigating critical issues such as media ownership structures, editorial independence, financial viability, and journalistic ethics. By undertaking a holistic assessment of the press landscape, the commission provides the government and the public with a detailed understanding of the sector's performance and challenges. Its recommendations are essential for formulating national media policies aimed at ensuring that the press remains a healthy and responsible institution within a democratic society.

201. (B) Society's development is determined by its technology.
Technological determinism is the theory that the specific characteristics of a technology are the primary drivers of social change and cultural evolution. This perspective suggests that the development and structure of a society are fundamentally shaped by the communication and information technologies it uses. For example, a determinist would argue that the invention of the printing press or the internet independently altered human perception and social organization. This theory emphasizes the transformative power of technological innovation as an independent force that dictates the direction of societal development, often prioritizing technology's form over the content it carries.

202. (B) (a) and (c) only
Globalization has significantly impacted the Indian media landscape by facilitating the entry of large transnational media corporations into the domestic market. This influx of international media content and investment has led to a more integrated and competitive environment. Furthermore, the interaction between global trends and local traditions has resulted in the phenomenon of 'cultural hybridity', where elements of both are blended to create new cultural expressions, such as hybrid language and media genres. These changes reflect the dynamic way in which Indian media and culture negotiate their place within an increasingly interconnected and cross-border information environment.

203. (C) "Satyameva Jayate" (Truth alone triumphs).
The ethical perception of communication in the Hindu tradition is profoundly captured by the national maxim "Satyameva Jayate", meaning "Truth alone triumphs". This principle emphasizes the supreme importance of truthfulness and integrity in all forms of human interaction. It suggests that communication should be grounded in honesty and moral righteousness, contributing to personal character and social order. In this ethical framework, the communicator has a responsibility to speak the truth, reflecting a belief that the ultimate goal of communication is to uphold moral law and achieve higher states of consciousness and understanding.

204. (A) The gap between curriculum and industry requirements.
A key challenge facing journalism and media education in India is the perceived gap between the academic curriculum and the actual requirements of the rapidly evolving media industry. While the number of institutions offering courses has increased, there is often a lack of focus on the practical skills and technological proficiency needed in modern newsrooms and production houses. This discrepancy can leave graduates unprepared for professional roles. Addressing this challenge requires continuous collaboration between academia and industry to

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ensure that media education remains relevant, providing students with both foundational theoretical knowledge and necessary practical training.

205. (A) How media representations reinforce gender stereotypes.
A critical theorist analyzing media would most likely examine how media representations reinforce existing social inequalities, such as gender stereotypes. This approach investigates how media content, like films and advertisements, can perpetuate dominant ideologies that marginalize certain groups and support the status quo. By deconstructing these messages, critical theorists aim to reveal the hidden political and economic interests that shape the public sphere and public perception. This perspective challenges systemic injustices and seeks to foster a more aware and skeptical audience capable of questioning and challenging the ideological impact of mass media in society.

206. (B) The 'flavor' or emotional essence that an audience experiences.
In ancient Indian aesthetics, the concept of 'Rasa' refers to the 'flavor' or emotional essence that an audience experiences through a work of art or literature. This theory, attributed to Bharata Muni, suggests that the ultimate goal of communication and artistic expression is to evoke specific emotional states, such as joy, sorrow, or wonder. Rasa theory emphasizes the experiential impact of communication, where the receiver is transported into a heightened state of emotional awareness. It provides a sophisticated framework for understanding the aesthetic and emotional power of shared human experiences beyond purely logical or factual information.

207. (A) The proliferation of private satellite television.
The economic liberalization of 1991 led directly to the rapid expansion and proliferation of private satellite television in India. This fundamental policy shift ended the long-standing state monopoly of Doordarshan, allowing numerous domestic and international channels to enter the market. This change introduced a wide variety of new content, news perspectives, and entertainment genres, fundamentally transforming the media consumption habits of the Indian audience. It also catalyzed the growth of the national media and entertainment industry, creating a more pluralistic, competitive, and dynamic electronic media landscape that reflects the country's integration into the global information network.

208. (A) Both A and R are true and R is the correct explanation of A.
The 'Sadharanikaran' model is a significant Indian contribution to the study of communication, rooted in ancient aesthetics and philosophy. This model focuses on communication as a process of achieving commonality or a shared mental state between the source and the receiver. It emphasizes the simplification of complex ideas into universal experiences that the audience can easily understand and relate to. The assertion that it is an Indian contribution is well-supported by its origin in the work of classical thinkers, highlighting a unique cultural approach to successful communication that prioritizes mutual understanding and shared consciousness.

209. (A) Ways in which media shapes and reflects values.
The primary subject of inquiry in the study of media and culture is the complex ways in which communication systems shape and reflect societal values, beliefs, and identities. This research area examines how media content interacts with social structures and cultural practices, influencing public perception and the overall social fabric. It investigates how media can both reinforce dominant ideologies and provide a platform for social change. By analyzing these interactions, researchers gain a deeper understanding of the role that media plays in the continuous process of meaning-making and cultural evolution within various communities and globally.

210. (A) Uses and Gratifications Theory
Uses and gratifications is an empirical communication theory that focuses on how individuals actively choose and use media to fulfill specific needs and achieve personal satisfaction. In contrast, normative theories of the press, such as the development communication, social responsibility, and libertarian models, are prescriptive theories. They define the ideal roles and ethical obligations that media systems should fulfill within a given social and political framework. While normative theories describe

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how media ought to function to serve society, the uses and gratifications theory explains the psychological motivations behind individual media consumption behaviors.

211. (A) Media's role in the formulation of states.
The role of Marathi newspapers during the Samyukta Maharashtra movement is a prominent example of media's role in the formulation of states in India. These regional language publications were instrumental in articulating the cultural and linguistic aspirations of the Marathi-speaking community and mobilizing public support for a separate state. By providing a powerful platform for advocacy and fostering a shared sense of identity, the Marathi press influenced public opinion and pressured the government to restructure administrative boundaries, leading to the creation of Maharashtra state along linguistic lines in 1960.

212. (A) Rapid feedback
Mass communication is characterized by several key features, including a large and anonymous audience, the use of sophisticated technology for dissemination, and the presence of a gatekeeper who controls the flow of information. However, unlike interpersonal communication, mass communication is typically a one-to-many model where the message is sent through a medium to a scattered audience. As a result, feedback from the audience to the source is usually delayed and indirect rather than rapid or immediate. This limited feedback loop is a defining characteristic that distinguishes mass communication from direct, face-to-face human interaction.

213. (A) A balance between freedom and national interest.
A key objective of the media policies of the Government of India since independence has been to ensure a delicate balance between press freedom and national interest. While recognizing the importance of an independent media in a democracy, the government has also implemented regulations to ensure that the press operates responsibly and supports national goals such as development, social harmony, and national security. This approach reflects a commitment to a free but accountable media system that fulfills its social obligations while participating in the democratic process and contributing to the overall progress and stability of the nation.

214. (C) P-3, Q-1, R-2, S-4
Different theories offer distinct perspectives on communication. Authoritarian theory posits that media must support the state to maintain social order. Social responsibility theory suggests that while free, media has moral obligations to serve society. Technological determinism argues that the characteristics of a medium fundamentally shape social structures. Finally, the Sadharanikaran model is an Indian concept that views communication as a process of attaining commonness or oneness between the source and the audience. These diverse frameworks provide different ways of understanding the relationship between media, technology, and society in both Western and Eastern traditions.

215. (A) Ethos, Pathos, Logos
Aristotle's classical model of communication and persuasion identifies three primary elements: ethos, pathos, and logos. Ethos refers to the speaker's credibility and character, pathos involves appealing to the audience's emotions, and logos is the use of logical reasoning and evidence to support an argument. These three modes of appeal form the foundation for studying how speakers can strategically influence an audience's beliefs and actions. Aristotle's insights remain highly influential in various fields, providing a comprehensive framework for understanding effective and persuasive communication in public discourse and professional communication today.

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216. (A) Being a determinist who neglects context.
A major and frequent critique of Marshall McLuhan's media theories is that he is a technological determinist who neglects the importance of social, political, and economic context. Critics argue that by stating 'the medium is the message', he downplays how the actual content and the specific circumstances of its delivery can drastically change a technology's social impact. This perspective is seen as overly simplified, failing to account for human agency and the diverse ways in which different communities interpret and use media. McLuhan's focus on sensory effects is seen as overlooking the critical power structures behind communication.

217. (A) Become a more discerning and critical consumer.
Media literacy is a critical set of competencies that empowers individuals to navigate the complex information environment by becoming more discerning and critical consumers. It involves the ability to analyze underlying messages, recognize bias, and evaluate the credibility of various sources across different platforms. By understanding how media content is constructed and the commercial or political interests behind it, citizens are better equipped to question what they see and hear. These skills are essential for making informed decisions and participating actively and responsibly in public discourse within a modern, information-rich democratic society.

218. (A) (b), (a), (d), (c)
These landmarks in Indian media follow a clear chronological progression. The Bengal Gazette was published in 1780 as the country's first newspaper. Much later, the Press Council of India was established in 1966 to provide a self-regulatory body for the print industry. In 1982, Doordarshan began national colour broadcasting, significantly changing the viewer experience. Finally, the 1990s marked the era of liberalization, which saw private players enter the FM radio market, ending state monopoly and creating a more competitive and pluralistic electronic media landscape in the country.

219. (A) Ownership patterns and ideological implications.
A Marxist approach to analyzing the media industry focuses on the relationship between ownership patterns and their ideological implications for society. It argues that because media organizations are typically owned by the wealthy capitalist class, their content tends to reflect and reinforce the interests of that group. This perspective investigates how media can serve as an 'ideological state apparatus' to maintain social control and legitimize existing power structures. By controlling the means of communication, the ruling elite can shape public perception and discourage dissent, emphasizing the need for critical analysis of media ownership and its systemic social impact.

220. (A) All India Radio (AIR) and Doordarshan (DD).
The growth and history of electronic media in India are fundamentally linked to the state-owned public broadcasters, All India Radio (AIR) and Doordarshan (DD). For several decades, these organizations held a monopoly over national broadcasting, playing a vital role in national integration and the dissemination of developmental and educational information. While the landscape has since opened up to numerous private satellite channels and digital platforms, AIR and DD remain central to the nation's media history, having established the foundations of electronic mass communication and public service broadcasting throughout the country's post-independence era.

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221. (A) Social Responsibility Theory
The examinations of the press by the Indian Press Commissions consistently reflect a commitment to the principles of social responsibility theory. This theory posits that while the press should enjoy freedom from government control, it also carries a moral and social obligation to serve the public interest and maintain ethical standards. The commissions' work, which includes investigating ownership patterns and recommending professional codes of conduct, aims to ensure that the press acts as a responsible and accountable institution in a democracy. This approach balances journalistic freedom with the necessary duty to provide accurate and balanced information to society.

222. (A) Achieving shared consciousness (Sadharanikaran).
A key aspect of the Hindu philosophical perception of communication is the concept of Sadharanikaran, which involves achieving commonality or a shared consciousness between the source and the receiver. Rooted in ancient aesthetics, this process focuses on the successful transmission of meaning and emotion to reach a state of mutual understanding. It emphasizes the transformation of individual experiences into universal ones, allowing the audience to experience 'oneness' with the message. This approach highlights a unique cultural perception that views effective communication as a path toward achieving unity and fostering social harmony through shared mental and emotional states.

223. (B) (b) and (c) only
Journalism is defined by its core function of the dissemination of verified information and its vital role as a watchdog in a democratic society. Unlike public relations, which focuses on image building, journalism is grounded in a professional discipline of finding and verifying facts from multiple sources to provide the public with an accurate account of events. By ensuring transparency and accountability, journalism empowers citizens to participate effectively in the political process. It is a specific form of mass communication that prioritizes the public's right to know and the healthy functioning of democratic institutions through independent reporting.

224. (A) Electronic media contract the globe into one space.
Marshall McLuhan's concept of the 'global village' describes how electronic media effectively overcome geographical and time barriers, contracting the world into a single, interconnected space. He argued that the rapid exchange of information allows people from diverse locations to interact and share experiences instantaneously, as if they were living in a small, traditional village. This metaphor highlights the profound social and psychological shifts caused by constant, worldwide communication, leading to an increased sense of global interconnectedness and a shared awareness of events regardless of the physical distance between individuals and communities.

225. (A) Role of publications during the freedom struggle.
The influential role of newspapers and journals during the freedom struggle stands as a major landmark in the history of Indian language print media. These publications served as vital platforms for nationalist leaders to disseminate ideas, critique colonial rule, and mobilize public opinion against foreign government. Journalists often faced censorship and imprisonment, yet the press remained a primary catalyst for political awakening and social reform. This period of intense advocacy established a strong tradition of social responsibility and national identity within regional journalism, fundamentally shaping the future of the Indian press.

226. (A) Technological changes and social needs.
Media policies of the Government of India have continuously evolved in response to significant technological advancements and changing social needs. From the early focus on using radio for national development to more recent regulations on foreign direct investment and digital content, these policies aim to address the complexities of a dynamic media environment. By adapting to new communication platforms and the democratic requirements of a pluralistic society, the government strives to balance institutional control with public service and freedom of expression, ensuring that media systems remain relevant and effective in a modern nation.

227. (A) Both A and R are true and R is the correct explanation of A.
A knowledge society is considered a more advanced stage of societal development than a simple information society. While an information society focuses on the availability of data and the infrastructure for its dissemination, a knowledge society prioritizes the transformation of that information into meaningful knowledge to drive innovation and progress. The assertion is well-supported by the reasoning that a knowledge society emphasizes human creativity and the productive application of information to solve complex problems. This concept views knowledge as the most important resource for achieving sustainable social, economic, and cultural development.

228. (A) The Frankfurt School and Marxist theories.
The critical tradition in media studies is primarily influenced by the Frankfurt School and various Marxist theories. This approach investigates the relationship between communication and power structures, examining how media can reinforce dominant ideologies and social inequalities. Researchers in this field analyze media ownership, control, and the political and economic interests that shape the public sphere. Influenced by these critical social theories, they aim to reveal how communication serves as a tool for social control and seek to foster a more aware audience capable of challenging systemic injustices and the ideological impact of mass media.

229. (A) The Noble Eightfold Path

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The Buddhist ethical perception of 'Samma Vaca' (Right Speech) is a central component of the Noble Eightfold Path, which provides a comprehensive guide for spiritual development. Right Speech emphasizes the importance of truthful, kind, and beneficial communication while avoiding lying, gossip, and harsh language. This approach highlights the moral responsibility of individuals to use speech as a tool for fostering harmony and understanding. By practicing Right Speech, individuals contribute to their personal path toward enlightenment and help create a more compassionate and peaceful society, reflecting a deep commitment to ethical conduct in all social interactions.

230. (A) Glocalisation
Glocalisation is the process where global media content and products are adapted and modified to suit the specific requirements and preferences of local cultures. Rather than leading to simple cultural homogenization, this phenomenon results in the creation of hybrid forms that reflect both global trends and regional traditions. This dynamic process demonstrates how local societies negotiate international influences, integrating them into domestic practices in ways that preserve their unique identity while participating in the global market. Glocalisation highlights the active role that audiences and local communities play in shaping the ultimate social and cultural impact of globalization.

231. (D) All of the above.
The status of journalism and media education in India reflects several significant and ongoing debates within the field. This includes the continuous tension between theoretical academic knowledge and the practical skills required by the industry, and the challenges of ensuring quality standards in an rapidly expanding sector. Furthermore, there is a persistent discussion regarding the role and influence of English versus regional languages in the curriculum. Addressing these diverse issues is essential for ensuring that media education remains relevant and effective in producing skilled professionals capable of navigating the complex modern media landscape.

232. (A) Recommended the Press Council and ethics code.
The First Press Commission (1954) was a major and foundational event in Indian media history because it conducted the initial comprehensive review of the press after independence. Among its most significant recommendations was the establishment of a Press Council to serve as a self-regulatory body and the development of a professional code of ethics for journalists. These measures were intended to preserve the freedom of the press while ensuring accountability and high standards of conduct. The commission's findings established the institutional and policy framework that continues to guide the functioning of the Indian press today.

233. (A) Linguistic and regional diversity.
The concept of mass communication in India must account for the country's profound linguistic and regional diversity. Unlike more homogeneous nations, India has a media landscape marked by a wide range of regional languages and unique cultural contexts. This diversity influences media consumption habits, the types of content produced, and the regulatory challenges faced by the state. Understanding this pluralistic environment is essential for grasping the complexities of the national media system, where communication processes must negotiate a diverse array of regional identities and linguistic communities while striving for national reach and integration.

234. (A) Independence and social reform movements.
The historical growth and development of print media in India are inextricably linked to the national struggle for independence and various social reform movements. Newspapers and journals served as vital platforms for leaders to critique colonial rule, disseminate nationalist ideas, and advocate for significant social changes. This period of intense political and social activity provided the primary catalyst for the expansion of the press, establishing its role as a powerful instrument for public awakening and community building. The tradition of advocacy and social responsibility forged during this era remains a defining characteristic of Indian journalism today.

235. (A) An academic paper analyzing news portrayals.
An academic paper that systematically analyzes the framing and portrayal of news stories is a

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clear example of media criticism. Media criticism involves the rigorous and objective evaluation of media performance, content, and its broader social impact. By examining ethical standards, potential biases, and the underlying interests behind media messages, critics aim to foster transparency and accountability within the industry. This analytical practice serves the public interest by encouraging higher standards and a more responsible media environment, providing the necessary feedback loop to improve the quality of information in a healthy democratic society.

236. (A) Humans are rational beings capable of discerning truth.
A fundamental and core assumption of the libertarian theory of the press is the belief that human beings are rational and capable of discerning truth when presented with diverse viewpoints. This theory advocates for a 'marketplace of ideas' where information flows freely without government interference. It suggests that if all perspectives are allowed, the public will use their reason to evaluate them and eventually reach the truth. This model prioritizes individual freedom and a free press as the best way to foster an informed and responsible citizenry capable of participating effectively in a democratic society.

237. (A) Everett Rogers
The 'Diffusion of Innovations' theory was largely developed and popularized by the communication scholar Everett Rogers. This influential theory examines the process through which new ideas, practices, or technologies spread through a social system over time. It identifies the various stages of adoption and the role that different communication channels and social networks play in influencing individuals to implement changes. Rogers' work has been widely applied in various fields, including agriculture, health, and development, to design more effective strategies for encouraging the adoption of beneficial innovations and facilitating successful social and technological transformation.

238. (A) They offer rich philosophical and aesthetic insights.
Indian traditions of communication offer rich and unique philosophical and aesthetic insights that date back to ancient texts like the Vedas and Upanishads. These traditions emphasize the ethical and spiritual dimensions of human interaction, focusing on concepts like Sadharanikaran (achieving commonness) and Rasa (emotional essence). Unlike many Western models that prioritize individual persuasion, Indian approaches often value the creation of a shared consciousness and mutual understanding. These long-standing traditions continue to provide a distinct cultural perspective, enriching the global study of communication with a focus on harmony, ethics, and aesthetic experience.

239. (A) Increased availability of global brands and products.
A major and visible socio-cultural effect of globalization on India is the significantly increased availability of various global brands and international products. This influx of global goods has led to changes in consumer behavior and lifestyle across many urban and increasingly rural areas. While this provides more choices and reflects deeper global integration, it also sparks a dynamic interaction between international trends and local traditions. This process often leads to the adaptation of global products to suit regional tastes, demonstrating the complex way in which Indian society negotiates its place within an increasingly interconnected global market.

240. (A) P-2, Q-4, R-1, S-3
These milestones represent significant developments in various media sectors. 'Udant Martand' stands as a landmark for Indian language print media as the first Hindi newspaper. SITE demonstrated the pioneering use of satellite technology for electronic media. Prasar Bharati reflects a major policy shift toward granting institutional autonomy to national public broadcasters. Finally, the linguistic reorganization of states highlighted the influential role of the regional language press in articulating cultural identities and mobilizing support for administrative change. These diverse landmarks collectively illustrate the multifaceted evolution of the Indian media landscape over time.

241. (A) Communication research

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The administrative and critical traditions represent two fundamental and distinct approaches to conducting communication research. The administrative tradition focuses on practical, empirical studies to improve the efficiency and effectiveness of media organizations within current institutional structures. In contrast, the critical tradition investigates the underlying relationship between communication and power, examining how media can reinforce or challenge social inequalities and dominant ideologies. These two paradigms provide different perspectives on the role of mass media in society and the most appropriate methods for studying and understanding its qualitative and quantitative social impact.

242. (A) The goal should be to lead the soul toward truth.
In Plato's philosophy, the ethical dimension of communication is the belief that its ultimate goal should be to lead the soul toward the discovery of universal truth. He was often critical of rhetoric when used merely for superficial persuasion, viewing it as potentially deceptive. Plato instead championed dialectic, a structured and logical process of inquiry, as the best method for achieving genuine knowledge and clarity of thought. For Plato, effective communication must be grounded in reason and virtue, prioritizing the intellectual and moral enlightenment of individuals over the strategic power to influence public opinion through emotion.

243. (A) The primary purpose of the content.
A key and fundamental difference between journalism and entertainment lies in the primary purpose of their content. Journalism is dedicated to providing the public with accurate, verified information and analysis of current events to inform citizens and facilitate public discourse. In contrast, the primary goal of entertainment is to provide leisure, amusement, or diversion to an audience. While journalists may use engaging formats and entertainers may include informational elements, their core functions and the professional standards that guide their work are distinct, reflecting different roles within the broader mass communication landscape.

244. (A) State monopoly through AIR and Doordarshan.
For several decades, the growth of electronic media in India was characterized by a strict state monopoly exercised through All India Radio (AIR) and Doordarshan (DD). As departments of the government, these organizations were the sole providers of radio and television broadcasting, prioritizing national integration and developmental information. This centralized model allowed the state to control the flow of electronic media content until the early 1990s. The subsequent era of liberalization ended this monopoly, leading to a more competitive and pluralistic environment with the entry of numerous private and international satellite channels.

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245. (A) Moral, with the ability to censure.
The power of the Press Council of India is primarily moral and authoritative, as it serves as a self-regulatory body for the print industry. While it can adjudicate on ethical complaints and investigate threats to press freedom, it lacks the legal power to impose criminal penalties such as fines or imprisonment. Its primary tool for enforcement is the ability to issue public censures, warnings, or admonishments to newspapers and journalists who violate professional standards. This model aims to uphold accountability and ethical conduct through public scrutiny and the weight of moral judgment within the journalistic community.

246. (A) Superstructure that maintains the capitalist base.
According to a Marxist critique, media institutions are a part of the social 'superstructure' that serves to maintain and legitimize the existing capitalist economic 'base'. This perspective argues that because media are often owned and controlled by the ruling class, their content inherently promotes ideologies that support the status quo and the interests of capitalism. By shaping public perception and discouraging viewpoints that challenge the economic system, media institutions help to reproduce the power structures that benefit the dominant group, highlighting the critical role that communication systems play in the maintenance of political and economic power.

247. (A) Sadharanikaran: The Hindu concept of sharedness.

Sadharanikaran is a significant Indian concept, rooted in the Hindu philosophical tradition, that describes communication as the process of achieving 'sharedness' or a common mental state between the source and the audience. Unlike Western models that may focus on individual persuasion, this approach emphasizes the transformation of individual meaning into universal experience. By creating a state of mutual understanding, the communicator and the receiver experience a sense of 'oneness' with the message. This concept highlights a unique cultural perception that views effective communication as a tool for fostering social harmony and achieving spiritual unity.

248. (A) Shape and reinforce collective identities.
The role of the media in the formulation of states in India highlights the profound power of communication platforms to shape and reinforce collective regional and linguistic identities. Regional language newspapers were pivotal in articulating the unique cultural aspirations of various communities and mobilizing support for movements for separate states. This process demonstrates how media can act as a catalyst for community building, providing a shared platform for advocacy and fostering a sense of belonging among speakers of the same language. Media's engagement was instrumental in defining the cultural and administrative boundaries of the nation's diverse states.

249. (A) It involves highly rapid and immediate feedback.
Mass communication is defined by several characteristics, including targeting a large and anonymous audience through technological channels and the role of a gatekeeper in selecting content. However, it is fundamentally a one-to-many communication model where the source sends a message to a geographically scattered audience. As a result, the feedback loop from the receiver back to the sender is typically delayed and indirect rather than rapid or immediate. This contrast with the direct, face-to-face interaction of interpersonal communication is a defining feature of the mass communication process and its overall social impact.

250. (A) Oral tradition
The Indian approach to communication, particularly tracing back to the Vedic era, placed a significant and primary emphasis on the oral tradition through the concepts of 'shruti' (that which is heard) and 'smriti' (that which is remembered). This tradition relied on meticulous vocal techniques and structured memorization to preserve sacred knowledge and philosophical wisdom across generations without the use of written records. This long-standing focus on the power of the spoken word and the importance of direct transmission highlights a unique cultural perception of how knowledge should be preserved and shared within a community.

251. (B) Journalism is a specific practice of news dissemination, while mass communication is a broader process including entertainment and advertising.
Journalism focuses specifically on the gathering, processing, and dissemination of news and information to the public, adhering to strict professional principles like objectivity. In contrast, mass communication represents a much wider process of transmitting messages via technology to diverse audiences, encompassing fields such as advertising, public relations, and various forms of entertainment beyond journalism.

252. (A) a critical institution providing checks and balances in a democracy.
The designation of journalism as the Fourth Estate highlights its indispensable function in a democratic society. It serves as a vital watchdog, providing necessary checks and balances against the legislative, executive, and judicial branches. By ensuring public accountability and exposing corruption, it maintains the health of the democracy and empowers citizens through transparent information sharing.

253. (C) Functioning as a regulatory body for political parties.
Mass communication in the Indian context functions as a catalyst for social change, a platform for political discourse, and a tool for development. While it shapes public opinion and fosters national identity, it does not possess the legal authority to regulate political parties. Regulatory functions are typically handled by official constitutional bodies rather than media channels.

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254. (D) The audience is large, diverse, and not individually identified.
In mass communication, messages are transmitted to a massive audience that is characterized as being anonymous and heterogeneous. This means that the communicators do not have personal knowledge of individual members. The audience is geographically dispersed and encompasses people from various linguistic, cultural, and socio-economic backgrounds, making the process fundamentally different from interpersonal exchanges.

255. (C) It is a complex and pluralistic system with a wide reach across different media forms.
The Indian media landscape is defined by its immense scale and diversity, featuring thousands of newspapers and hundreds of television channels. This rapidly expanding digital and traditional ecosystem reflects the nation's pluralistic society. It reaches a wide audience across different linguistic and cultural groups, playing a pivotal role in shaping national identity through its multifaceted communication infrastructure.

256. (B) The emergence and spread of newspapers in various Indian languages.
The proliferation of newspapers in various Indian languages represents a significant milestone in the country's communication history. These vernacular publications were crucial because they allowed for direct communication with the general populace in their native tongues. This shift effectively bypassed the English-educated elite, fostering a broader sense of national consciousness and facilitating mass mobilization during critical periods.

257. (D) To mobilize public opinion and articulate dissent against colonial rule.
During the pre-independence era, vernacular newspapers served as powerful instruments for nationalist leaders and social reformers. They were primarily used to articulate dissent against colonial rule and to debate pressing societal issues. By communicating directly with the masses, these publications played a fundamental role in mobilizing public opinion and fostering the national consciousness required for the freedom struggle.

258. (A) Technological advancements and increasing literacy.
The consolidation and expansion of the print media industry after independence were largely driven by significant improvements in printing technology and rising literacy rates among the population. These factors allowed newspapers to reach a wider audience more efficiently. Consequently, the Indian language press witnessed unabated growth, reflecting the linguistic diversity of the nation and strengthening its role.

259. (C) They could communicate directly with people in their native tongue, bypassing the elite.
Indian language newspapers possessed a unique strategic advantage by being able to communicate with the masses in their native dialects. This allowed nationalist leaders to bypass the English-educated elite and reach the broader population directly. By using local languages, these publications effectively fostered a sense of shared identity and social reform, making them instrumental in popular movements.

260. (A) It evolved from a colonial enterprise into a vital, multi-lingual pillar of Indian democracy.
The history of print media in India showcases a transformative journey from its origins as a few colonial-era gazettes to a thriving, multi-lingual industry. It evolved into a vital pillar of Indian democracy, reflecting the country's cultural and linguistic diversity. This development highlights the media's enduring significance as a platform for social discourse, political expression, and identity.

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261. (D) Educational and developmental content.
When Doordarshan was first established as the state-run television broadcaster, its programming was primarily designed with educational and developmental objectives. The goal was to use the medium to inform the public and support national progress. This focused approach aimed at social upliftment and public service before the later shift towards more commercialized and entertainment-oriented programming formats.

262. (B) ended the state's monopoly and introduced private channels.
The satellite television boom of the early 1990s was a watershed moment in the Indian media

landscape because it successfully ended the government's long-standing broadcasting monopoly. The entry of private and foreign satellite channels introduced a vibrant, multi-channel environment. This liberalization resulted in an explosion of programming choices, significantly altering media consumption habits and transforming the industry.

263. (C) To serve as the primary public broadcaster for news and national integration.
For several decades, All India Radio served as the primary official public broadcaster, playing a critical role in the country's communication history. It was the main source of news and entertainment for millions of citizens, especially in rural areas. Its programming was essential for disseminating government information and promoting national integration across the vast and culturally diverse subcontinent.

264. (D) A movement from a state-run monopoly to a multi-channel commercial system.
The evolution of electronic media in India is characterized by a paradigm shift from a state-controlled monopoly to a competitive, commercialized environment. This transition was triggered by the satellite boom, which replaced the single-channel dominance of public broadcasters with a wide array of private choices. This shift reflects broader economic liberalization and has fundamentally changed public interactions.

265. (A) A fundamental change in media consumption habits and a wider choice of content.
The liberalization of the television industry in India led to a massive increase in the variety of available content, spanning from global news to diverse entertainment formats. This explosion of options fundamentally altered the media consumption habits of the populace. As a result, the industry grew into a significant economic force, offering viewers unprecedented access to diverse programming.

266. (B) To foster linguistic identity and mobilize public support for new states.
The Indian language press was instrumental in the movement for reorganizing states along linguistic lines. Newspapers published in regional languages helped consolidate a sense of distinct cultural identity among their readers. By articulating arguments for separate states and providing a platform for regional aspirations, these publications effectively galvanized communities and influenced significant political restructuring throughout the country's history.

267. (B) instances where the language press played a key role in state formulation.
The creation of states like Andhra, Maharashtra, and Gujarat serves as a clear historical illustration of the media's influence on political outcomes. In these cases, the regional language press acted as a central catalyst for popular movements. By publishing articles and editorials that supported linguistic identity, the press successfully shaped public opinion and pressured the government for change.

268. (A) By providing a platform for regional aspirations and public discourse.
Regional newspapers galvanized communities by serving as a consistent platform for public discourse and regional aspirations. They published letters from the public, editorials, and detailed articles that framed cultural and economic arguments for linguistic states. This active engagement helped inform the populace and transform shared linguistic sentiments into organized political movements, demonstrating the media's capacity for change.

269. (C) influence policy and contribute to political restructuring.
The role of the press in the formulation of linguistic states underscores the media's profound capacity to influence public policy and contribute to national political restructuring. By acting as a conduit for popular movements and regional identities, the media proves it is not just a passive reporter but an active participant in the democratic process and governance.

270. (D) a popular movement based on shared cultural and linguistic identity.
The demand for linguistic states was fundamentally rooted in popular movements that centered on shared cultural and linguistic identities. These movements were not merely administrative requests but were driven by the collective aspirations of communities seeking recognition and self-governance. The media

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played a supporting role by amplifying these identities and providing space for the political mobilization required.

271. (C) To preserve press freedom and maintain standards for print media.
The Press Council of India is a statutory and quasi-judicial body specifically established to safeguard the freedom of the press. Its primary mandate involves maintaining and improving the professional standards of newspapers and news agencies across the country. As a self-regulatory watchdog, it ensures that the print media operates with accountability while protecting it from external interference.

272. (B) perform comprehensive reviews of the press and recommend improvements.
The government constitutes Press Commissions to perform in-depth reviews of the media industry's structure, ownership, and overall performance. These commissions are tasked with examining the health of the press and recommending specific measures for its growth and development. Their findings provide a roadmap for policy improvements, ensuring that the media continues to function effectively within democracy.

273. (D) media criticism and media literacy.
The existence of regulatory and advisory bodies like the Press Council of India and various Press Commissions emphasizes the vital role of media criticism. These institutions promote media literacy, which empowers citizens to evaluate content critically. By maintaining standards and conducting reviews, they foster an environment where the media is held accountable and the public is informed.

274. (A) balance free expression with developmental and national interests.
Since independence, the Government of India has formulated media policies aimed at balancing the ideal of free expression with national developmental objectives. These policies seek to ensure that the media contributes to the country's progress and stability while maintaining its role as a free institution. This involves managing broadcasting rights and content regulations to align with public interests.

275. (C) a statutory, self-regulatory body for the print media.
The Press Council of India is best characterized as a statutory, self-regulatory body dedicated to the print media sector. Unlike a government department, it functions with a degree of independence to adjudicate complaints and uphold journalistic ethics. Its quasi-judicial nature allows it to act as a watchdog, ensuring that newspapers maintain high standards without direct state censorship.

276. (A) To prescribe the ideal role and function of the media in society.
Normative theories of the press are prescriptive frameworks that outline how the media should ideally function within a society and in relation to the government. Unlike descriptive models, they do not focus on how media actually operates but instead provide a set of ideals, such as social responsibility, to guide and evaluate different media systems worldwide.

277. (D) conceptualize communication as a simultaneous exchange.
While linear communication models conceptualize the process as a simple one-way transmission from a sender to a receiver, transactional models offer a more complex view. They describe communication as a simultaneous exchange where all participants act as both senders and receivers. This perspective acknowledges that meaning is created through continuous interaction rather than just the passive reception.

278. (B) the media's obligation to act in the public interest.
Social Responsibility theory modifies the core tenets of the Libertarian theory by introducing the idea that the media has a moral obligation to act in the public interest. While it supports the freedom of the press, it suggests that media institutions must accept limited regulation to ensure they provide accurate and beneficial information to the society.

279. (C) a linear model of communication.
Harold Lasswell's famous formulation, "Who says what in which channel to whom with what effect?", is a classic example of a linear model of communication. It defines communication

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as a straightforward process of transmitting a message through a specific medium to a receiver to achieve a result. This model is often cited for identifying key communication elements.

280. (D) normative theories of the press.
The frameworks of Authoritarian, Libertarian, Social Responsibility, and Soviet Communist theories are collectively referred to as the normative theories of the press. These theories provide the essential theoretical foundation for comparing and analyzing different media systems. They establish the expectations for how media should interact with authority and serve the needs of the public.

281. (A) Administrative research focuses on media efficiency, while critical research analyzes power structures and ideology.
Administrative research focuses on the practical efficiency and effectiveness of communication, often studying audience effects to serve commercial goals. Conversely, the critical tradition analyzes the underlying power structures and ideologies embedded in media. Influenced by Marxist thought, critical research seeks to understand how media institutions maintain the status quo and serve the interests of the dominant classes.

282. (B) propagate ideologies that support the dominant class and the status quo.
From a Marxist perspective, the media is viewed as part of the ideological state apparatus. It is not considered a neutral provider of information but rather a tool used by the ruling class to propagate ideologies that uphold the capitalist system. By manufacturing consent among the populace, media institutions help maintain the power of the dominant class.

283. (B) Technological Determinism.
The aphorism "the medium is the message" is the central tenet of Technological Determinism, famously articulated by Marshall McLuhan. This theory posits that the technology of the medium itself, rather than the content it carries, is the primary force that shapes human thought and social organization. It suggests that changes in communication technology fundamentally alter human perception.

284. (A) neglect the importance of media content and its socio-economic context.
A significant critique of Marshall McLuhan's views is that they tend to overlook the importance of the actual content being communicated and the socio-economic context of media operations. By focusing almost exclusively on technology, this perspective may ignore how political and economic factors influence messages and how different audiences interpret the meaning of those specific messages.

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285. (C) an institution that shapes beliefs and values to maintain power structures.
The term "ideological state apparatus" within Marxist theory describes institutions like the media that shape the beliefs, values, and perceptions of the population. Their function is to maintain existing power structures by subtly encouraging the public to accept the status quo. Instead of using direct force, these institutions use communication to ensure the dominance of ruling classes.

286. (D) Oral tradition, including chants and hymns.
During the Vedic period in India, communication was almost entirely based on an oral tradition. Knowledge, cultural norms, and social values were transmitted through the spoken word, including ritual chants and hymns. This emphasis on oral performance highlights the communal and spiritual nature of communication in early Indian society, where memory and recitation were the primary preservation tools.

287. (C) The process of achieving commonness and shared understanding.
The indigenous Indian model of 'Sadharanikaran' is based on the principle of achieving 'commonness' or a shared understanding between the sender and the receiver. Derived from Sanskrit, this concept emphasizes that for communication to be truly successful, there must be a sense of empathy and mutual comprehension. It focuses on the shared experience of the participants.

288. (B) Sadharanikaran emphasizes shared understanding, while Western models often focus on message transmission.
The Sadharanikaran model is often contrasted with Western linear models because it prioritizes shared meaning and empathy over the mere

technical transmission of a message. While linear models focus on the path from source to receiver, Sadharanikaran highlights the importance of mutual comprehension and the emotional connection required to achieve a state of 'commonness' among communication participants.

289. (D) Indigenous folk media used for storytelling and social commentary.
Puppetry, folk theatre, and ballads are classic examples of indigenous folk media in India. These forms of communication have historically served as vital channels for storytelling, moral instruction, and social commentary. They are deeply embedded in the cultural fabric and have been used for centuries to reach the masses through engaging, culturally resonant performances and oral narratives.

290. (A) A long-standing and sophisticated engagement with communication's role.
The evolution of communication in India, from the oral traditions of the Vedic era to the diverse forms of folk and modern media, demonstrates a long-standing and sophisticated engagement with the role of communication in society. This history reflects a nuanced understanding of how information can be used for communal, spiritual, political, and social purposes across different periods.

291. (C) the techniques and components of effective persuasion.
Aristotle's systematic analysis in his work 'Rhetoric' focuses on the functional techniques of effective public speaking. He identified three primary modes of persuasion: ethos, pathos, and logos. His approach was designed to understand how a speaker could use credibility, emotion, and logic to influence an audience, making it a foundational framework for the Western tradition.

292. (A) Plato was more wary of rhetoric's potential for manipulation than Aristotle was.
Plato held a more skeptical view of rhetoric compared to Aristotle, viewing it as a potential tool for manipulation. He was concerned that rhetoric could prioritize the art of persuasion over the pursuit of truth. While Aristotle focused on the mechanics of speaking, Plato warned about the ethical dangers of using communication techniques to deceive the public.

293. (D) an ethical framework for truthful and kind communication.
The Buddhist concept of 'samma-vaca', or right speech, provides a clear ethical framework for communication. As a part of the Noble Eightfold Path, it advocates for speech that is truthful, kind, helpful, and delivered at the appropriate time. This Eastern perspective emphasizes the moral responsibility of the communicator to ensure words contribute positively to the well-being of others.

294. (B) Truth, Goodness, and Beauty.
The principle of 'Satyam, Shivam, Sundaram' represents a guiding ideal in Hindu aesthetics and ethics for communication. It suggests that ideal communication should encompass three core qualities: it must be true, beneficial to society or good, and aesthetically pleasing or beautiful. This holistic framework integrates ethical requirements with aesthetic considerations to define the highest form of expression.

295. (C) Being persuasive at all costs.
In the Buddhist tradition, 'right speech' is defined by truthfulness, kindness, and being helpful to others. It is an ethical guideline that discourages harmful or deceptive communication. Persuading others at all costs is not a characteristic of this concept, as the focus is on the moral quality and beneficial impact of the speech rather than a specific outcome.

296. (D) The flow of media from dominant nations can erode local cultures.
The 'cultural imperialism' paradigm argues that the unidirectional flow of media products from powerful Western nations can negatively impact local cultures. It suggests that the dominance of global media brands can lead to the erosion of traditional values and the creation of a homogenized global culture. This perspective views globalisation as dominant cultures overshadowing local cultural diversity.

297. (A) adapt and mix global influences to create new cultural forms.
Cultural hybridity offers an alternative view of globalisation, suggesting that local cultures

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are not passive recipients of global influences. Instead, they actively adapt, mix, and reinterpret global cultural products within their own local contexts. This process results in the creation of new, hybrid cultural forms that blend global trends with local traditions, showcasing cultural resilience and creativity.

298. (B) Market liberalisation and increased foreign investment.
Globalisation brought about significant politico-economic changes to India's media landscape, primarily through market liberalisation. This led to a substantial increase in foreign investment and the entry of transnational media corporations into the Indian market. The result was a more competitive and commercialized environment, which fundamentally transformed the structure of both the television and digital media sectors.

299. (B) negotiation between global influences and local identities.
The socio-cultural impact of globalisation in India is described as a continuous negotiation between global trends and deeply rooted local identities. Influxes of global media content have influenced consumption patterns and social values, but these are often filtered through local cultural lenses. This dynamic interplay demonstrates how global influences are reinterpreted to fit within the existing social fabric.

300. (A) primary conduits and shapers of cultural values.
In the context of globalisation, media institutions serve as the primary conduits for circulating symbols, narratives, and values across borders. They are not merely neutral channels but active manufacturers of culture that shape the perceptions of a global audience. By facilitating the exchange of cultural products, these institutions play a central role in homogenization, hybridity, and negotiation.

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CHAPTER 02

Communication for Development and Social Change

1. Which of the following is the most accurate definition of 'development communication'?
(A) The technical process of developing and upgrading new communication technologies.
(B) The strategic and planned use of communication to promote social and economic development.
(C) The specialized use of communication channels exclusively for conducting political campaigns.
(D) Communication specifically designed to report on the development of infrastructure projects.

2. What is a primary role of media and journalism in society as outlined in the context of development?
(A) To serve as a tool for social analysis, mobilization, and change.
(B) To provide entertainment and escapism.
(C) To act solely as a mouthpiece for corporate interests.
(D) To focus exclusively on international news coverage.

3. Given below are two statements.
Statement I: The sociological impact of communication refers to how media influences social structures, norms, and relationships.
Statement II: The demographic characteristics of Indian society have minimal influence on how media messages are received.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

4. A development project aims to improve sanitation in a multilingual rural area. Which competency is most critical for a communication specialist in this context?
(A) Technical expertise in high-definition digital video production and editing.
(B) Skills in negotiating advertising rates with national television channels.
(C) A strong educational background in international diplomacy and state relations.
(D) Ability to design communication strategies for specific audiences and local languages.

5. Match List-I (Social Reformer) with List-II (Primary Area of Influence).
List I:
P. Raja Rammohan Roy
Q. Mahatma Jyotiba Phule
R. Dr. B. R. Ambedkar
S. Bal Gangadhar Tilak
List II:
1. Advocacy for the annihilation of caste and rights of the Depressed Classes.
2. Campaigning against Sati and promoting modern education.
3. Championing education for women and lower castes.
4. Promoting Swaraj and nationalistic journalism.
(A) P-1, Q-2, R-4, S-3
(B) P-2, Q-3, R-1, S-4
(C) P-3, Q-4, R-2, S-1
(D) P-4, Q-1, R-3, S-2

6. Which concept involves a critical re-evaluation of the Western-centric models of development and communication?
(A) Corporatisation of development.
(B) Deconstruction of the dominant paradigm.
(C) Formation of a national communication policy.
(D) The rise of the public sphere.

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7. All of the following are considered responses or critiques of the dominant paradigm of development EXCEPT:
(A) Emphasis on participatory and culture-centric approaches.
(B) Prioritization of local knowledge and grassroots communication.
(C) Questioning the linear, economic growth-focused model of progress.
(D) Focus on large-scale, top-down, technology-driven projects.

8. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Post-colonial conceptions of development often challenge the idea that 'development' is a universal, neutral process.
Reason (R): These conceptions highlight how historical power imbalances and colonial legacies continue to shape development discourse and practice.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

9. The term 'Corporatisation of Development' primarily refers to:
(A) The complete nationalization of all development agencies by the central government.
(B) The systematic exclusion of non-governmental organizations from development work.
(C) The increasing influence and involvement of private companies in development activities.
(D) The formal takeover of development projects by international government bodies.

10. Which of the following is an example of a mass campaign likely initiated by a non-state actor like an NGO?
(A) A public awareness campaign on child rights and protection.
(B) A campaign promoting a new government tax policy.
(C) An advertising campaign for a new smartphone.
(D) A voter registration drive organized by the Election Commission.

11. Which of the following statements about Corporate Social Responsibility (CSR) is correct?
(A) A legally mandated form of progressive taxation on all major corporations.
(B) Corporate activities that are focused exclusively on environmental protection.
(C) A practice strictly limited to non-profit and charitable organizations.
(D) Corporate initiatives to assess and take responsibility for social welfare effects.

12. The emergence of a 'global civil society' is most closely associated with:
(A) The strengthening of individual nation-states.
(B) The rise of transnational networks of citizens and NGOs.
(C) The decline in the use of the internet for social causes.
(D) The universal adoption of a single national communication policy.

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13. Consider the following statements regarding paradigms of development communication:
I. The dominant paradigm emphasized economic growth and technology transfer.
II. Later paradigms stressed participation, empowerment, and cultural identity.
III. The concept of CSR is a paradigm of development communication led by governments.
IV. Deconstruction of the dominant paradigm involves uncritically accepting Western models.
Which of the above statement(s) is/are correct?
(A) I and II only
(B) III and IV only
(C) I, II, and III only
(D) II and IV only

14. The 'public sphere', as a concept relevant to communication, is best described as:
(A) A physical space owned by the state used for conducting large public meetings.
(B) The collective network of all state-owned media and broadcasting channels.
(C) A competitive market for buying and selling

various public goods and services.
(D) An arena in social life where individuals come together to freely discuss problems.

15. Which social reformer is known for starting the newspapers 'Kesari' and 'Mahratta' to foster nationalism?
(A) Bal Gangadhar Tilak
(B) Mahatma Gandhi
(C) Raja Rammohan Roy
(D) Dr. B. R. Ambedkar

16. What is the primary cause-and-effect relationship suggested between the 'global communication system' and the 'nation-state'?
(A) The rise of global communication systems universally strengthens the sovereignty of the nation-state.
(B) Proliferation of global communication can challenge information control by the nation-state.
(C) Global systems that have no discernible effect on the internal functioning of nation-states.
(D) The nation-state's primary function in blocking all forms of global information systems.

17. Which of the following is an INCORRECT pair?
(A) Pandit Madanmohan Malviya - Founder of Banaras Hindu University
(B) Dr. Ram Manohar Lohia - Abolition of Sati
(C) Acharya Vinoba Bhave - Bhoodan Movement
(D) Mahatma Jyotiba Phule - Satyashodhak Samaj

18. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): National communication policies are formulated to guide the growth and operation of media within a country.
Reason (R): The rise of a global communication system has made national communication policies completely irrelevant.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

19. A key aspect of post-colonial conceptions of development is the focus on:
(A) Replicating the development path of former colonial powers.
(B) Rejecting all forms of economic growth.
(C) Addressing issues of dependency, identity, and cultural imperialism.
(D) Promoting a single, universal model of governance.

20. Which of the following social reformers is strongly associated with the concept of 'Integral Humanism'?
(A) Dr. B. R. Ambedkar
(B) Raja Rammohan Roy
(C) Mahatma Gandhi
(D) Deendayal Upadhyay

21. A critique of the dominant paradigm of development would most likely argue that:
(A) GDP is the only valid measure of a nation's well-being.
(B) Top-down communication is the most effective way to ensure project success.
(C) Development projects must be sensitive to local cultures and needs.
(D) Transferring Western technology is a sufficient condition for development.

22. Identify the correct chronological order of the following social reform movements or events based on their initiation:
1. Establishment of Satyashodhak Samaj
2. Launch of the Bhoodan Movement
3. Campaign against the practice of Sati
4. Poona Pact concerning depressed class representation

(A) 1, 3, 2, 4
(B) 3, 1, 4, 2
(C) 2, 4, 1, 3
(D) 4, 2, 3, 1

23. Which of the following statements about non-state actors in development is incorrect?
(A) They can include NGOs, community-based organizations, and foundations.
(B) They often play a role in advocacy and implementing grassroots projects.
(C) Their mass campaigns can influence public

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opinion and policy.
(D) They are always funded and controlled by national governments.

24. The sociological impact of media on society includes the analysis of:
(A) The change in social norms and values due to media exposure.
(B) The technical specifications of broadcast equipment.
(C) The financial audits of media corporations.
(D) The electricity consumption of media houses.

25. Consider the following statements about influencers of social reform in India:
I. Raja Rammohan Roy was a proponent of modern education and women's rights.
II. Dr. B. R. Ambedkar's work was central to the fight against caste discrimination.
III. Mahatma Gandhi's concept of 'Sarvodaya' influenced later development thinking.
IV. Bal Gangadhar Tilak exclusively focused on religious reforms.
V. Acharya Vinoba Bhave is known for his work on land reform through the Bhoodan movement.
Which of the above statement(s) is/are correct?
(A) I, II, IV, and V
(B) I, II, III, and V
(C) II, III, IV, and V
(D) I, III, and IV

26. Given below are two statements.
Statement I: Corporatisation of development can lead to a focus on projects that align with corporate interests rather than community needs.
Statement II: Corporate Social Responsibility (CSR) is entirely a voluntary act of charity with no connection to a company's image or brand value.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

27. The concept of "media and specific audiences" implies that:
(A) All media content should be designed to appeal to everyone equally.
(B) Media messages are most effective when they are standardized and not customized.
(C) Specific audiences are not a concern for development communication.
(D) Effective communication requires understanding and tailoring content to the unique characteristics of different audience segments.

28. The dominant paradigm of communication and development, popular in the mid-20th century, is often criticized for being:
(A) Too participatory and bottom-up.
(B) Ethnocentric and economically deterministic.
(C) Overly focused on cultural preservation.
(D) Lacking in technological solutions.

29. Match List-I (Term) with List-II (Associated Idea).
List I:
P. Dominant Paradigm
Q. Public Sphere
R. Global Civil Society
S. Post-colonial Conception
List II:
1. Transnational citizen action
2. Critique of Eurocentrism in development
3. Economic growth via technology transfer
4. Arena for rational-critical debate
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-1, R-2, S-3
(C) P-3, Q-4, R-1, S-2
(D) P-2, Q-3, R-4, S-1

30. In the context of development, what does the 'deconstruction of the dominant paradigm' signify?
(A) A wholesale and uncritical adoption of the specific models being critiqued.
(B) The physical destruction of communication infrastructure.
(C) A formal proposal to stop all forms of international development assistance.
(D) A process of critically analyzing and dismantling Western development models.

31. Which of the following is the best example of a CSR initiative?
(A) A corporation funding a program to provide clean drinking water in villages near its

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factory.
(B) A company laying off workers to cut costs.
(C) A company lobbying the government for lower taxes.
(D) A manufacturing firm increasing the price of its products.

32. The work of Mahatma Jyotiba Phule as a social reformer primarily focused on:
(A) Promoting armed rebellion against the British government.
(B) Abolition of the caste system and education for women and lower castes.
(C) Advocating for the economic interests of landowners and princely states.
(D) Leading a populist movement for linguistic reorganization of Indian states.

33. A key issue in post-colonial conceptions of development is:
(A) The uncritical acceptance of foreign aid.
(B) The belief that all indigenous knowledge is outdated.
(C) The struggle for cultural and intellectual independence from former colonizers.
(D) The goal of becoming a colonial power.

34. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The emergence of a global communication system facilitates the rapid spread of ideas and mobilization for social causes across borders.
Reason (R): This system helps in the formation of global civil societies that can challenge the policies of both nation-states and international bodies.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

35. "The demographic and sociological impact of communication" refers to how media affects:
(A) The population's structure and the fabric of society.
(B) Only the political elite of a country.
(C) The geological features of a region.
(D) The architectural design of city buildings.

36. An international agency launching a campaign on vaccination in India would need to primarily consider:
(A) The historical stock market performance of international pharmaceutical companies.
(B) Diverse demographic, cultural, and linguistic characteristics of the populace.
(C) The latest fashion and lifestyle trends emerging in country urban centers.
(D) The current political relationship between India and its immediate neighbor states.

37. Consider the following statements:
I. A national communication policy is a framework that can promote development goals.
II. Such policies are always created in opposition to the interests of the public sphere.
III. The global communication system has no bearing on the formulation of national policies.
IV. A national communication policy might address issues like media ownership, access, and content.
Which of the above statement(s) is/are correct?
(A) I and IV only
(B) II and III only
(C) I, II, and III only
(D) All are correct

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38. The Bhoodan Movement, initiated by Acharya Vinoba Bhave, is an example of:
(A) A corporate-led development initiative.
(B) A government-mandated land redistribution program.
(C) A social change movement based on voluntary land donation.
(D) A campaign for technological advancement in agriculture.

39. A central argument in the critique of dominant development models is that they often:
(A) Promote cultural diversity and local participation.
(B) Ignore the historical and political context of developing nations.
(C) Are too slow and cautious in their implementation.

(D) Give too much power to local communities.

40. Who among the following is credited with founding the Banaras Hindu University and was a significant figure in the Indian independence movement?
(A) Pandit Madanmohan Malviya
(B) Deendayal Upadhyay
(C) Dr. Ram Manohar Lohia
(D) Mahatma Jyotiba Phule

41. Given below are two statements.
Statement I: Dr. B. R. Ambedkar viewed communication, especially through his newspapers like 'Mooknayak', as a vital tool for empowering the marginalized.
Statement II: According to Dr. Ambedkar's philosophy, social reform was a prerequisite for political freedom.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

42. What is the most appropriate description of 'non-state actors' in the context of development?
(A) Only foreign government agencies and diplomatic bodies working in a country.
(B) Organizations and individuals not affiliated with the state, such as NGOs.
(C) Political opposition parties and factions operating within a democratic nation.
(D) Government departments that are not part of the central executive branch.

43. Which reformer's work is most closely associated with the campaign for the abolition of Sati and the promotion of monotheism and rationalism in the 19th century?
(A) Bal Gangadhar Tilak
(B) Raja Rammohan Roy
(C) Acharya Vinoba Bhave
(D) Dr. B. R. Ambedkar

44. Which of the following is NOT a characteristic of the dominant paradigm of development?
(A) Emphasis on large-scale infrastructure projects.
(B) A top-down, one-way flow of communication.
(C) A focus on increasing Gross National Product (GNP).
(D) Prioritization of indigenous knowledge and participatory dialogue.

45. Match List-I (Campaign Type) with List-II (Primary Actor).
List I:
P. Social welfare campaign funded by corporate profits
Q. Nationwide polio eradication drive
R. Advocacy campaign for tribal land rights
S. Campaign for foreign policy change by a global network
List II:
1. NGO
2. Government of India
3. Corporate (CSR)
4. Global Civil Society
(A) P-3, Q-2, R-1, S-4
(B) P-2, Q-3, R-4, S-1
(C) P-4, Q-1, R-2, S-3
(D) P-1, Q-4, R-3, S-2

46. The concept of "social change" in development communication refers to:
(A) The change in a country's government after an election.
(B) The fundamental alteration of a society's culture, social structures, and behaviors.
(C) The seasonal migration patterns of a population.
(D) The technological upgrade of media hardware.

47. A case study focuses on a multinational corporation's CSR program that provides vocational training in a developing country. This scenario directly illustrates the concept of:
(A) Deconstruction of the dominant paradigm.
(B) The formation of a national communication policy.
(C) The role of a state-run media campaign.
(D) The corporatisation of development.

48. Identify the correct chronological sequence of the public life of the following social reformers based on their period of major activity:
1. Mahatma Gandhi
2. Raja Rammohan Roy
3. Dr. B. R. Ambedkar
4. Mahatma Jyotiba Phule

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(A) 2, 4, 1, 3
(B) 1, 2, 3, 4
(C) 4, 3, 2, 1
(D) 2, 1, 4, 3

49. Dr. Ram Manohar Lohia was a socialist leader and thinker who strongly advocated for:
(A) The preservation of the princely states.
(B) A pro-capitalist, free-market economy.
(C) The policy of non-congressism and social equality.
(D) A return to orthodox religious practices.

50. Consider the following statements about the role of communication in society:
I. Media can shape public opinion on issues of social change.
II. The sociological impact of media is limited to urban populations.
III. Development communication is unconcerned with specific audiences.
IV. Journalism plays a role in ensuring government accountability.
V. The demographic makeup of a society affects media consumption patterns.
Which of the above statement(s) is/are correct?
(A) I, II and III
(B) II, III and IV
(C) I, IV and V
(D) III, IV and V

51. The "discourse of development communication" refers to:
(A) The technical jargon used by communication engineers.
(B) A single, universally accepted definition of development.
(C) The official monologue of a government leader.
(D) The ways in which development is discussed, conceptualized, and debated.

52. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Critiques of the dominant paradigm of development argue that it often created dependency rather than self-sufficiency.
Reason (R): The paradigm prioritized the transfer of capital and technology from 'developed' to 'underdeveloped' nations, which could stifle local innovation and create reliance.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

53. Which social reformer used his journal 'Harijan' extensively to communicate his ideas on social issues and independence?
(A) Bal Gangadhar Tilak
(B) Dr. Ram Manohar Lohia
(C) Mahatma Gandhi
(D) Deendayal Upadhyay

54. The idea of a 'nation state-universal' system in the context of global communication suggests:
(A) Every nation-state has an identical communication system.
(B) All communication should be controlled by a universal, global state.
(C) Nation-states are becoming obsolete due to universal communication.
(D) The nation-state is the universal model that global communication must navigate.

55. Given below are two statements.
Statement I: International agencies like the UN often run mass campaigns on global issues like health and education.
Statement II: These campaigns are always successful, irrespective of the local cultural context.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

56. The phrase "characteristics of Indian society" in the context of development communication primarily points to its:
(A) Homogeneous and uniform nature.
(B) Diverse, multicultural, and stratified nature.
(C) Lack of any social stratification.
(D) Complete integration with Western culture.

57. All of the following are potential activities for an NGO involved in development communication EXCEPT:
(A) Running a community radio station for

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farmers.
(B) Using street theatre to raise awareness about domestic violence.
(C) Formulating and passing national legislation on media ownership.
(D) Creating and distributing pamphlets on hygiene in local languages.

58. Which of the following is a key issue arising from the corporatisation of development?
(A) A decrease in the efficiency of project implementation.
(B) A complete lack of funding for any development work.
(C) The mandatory participation of all citizens in corporate projects.
(D) A potential conflict between profit motives and genuine development needs.

59. The study of the "sociological impact of communication" would be LEAST concerned with:
(A) The brand of satellite used for broadcasting a TV signal.
(B) How television viewing affects family interactions.
(C) The role of social media in political mobilization.
(D) The portrayal of gender roles in advertisements.

60. Match List-I (Concept) with List-II (Example).
List I:
P. Post-colonial Conception
Q. Corporatisation of Development
R. Mass Campaign by Government
S. Media for Specific Audience
List II:
1. 'Beti Bachao, Beti Padhao' campaign
2. A corporate foundation building schools as part of CSR.
3. A scholarly article critiquing the 'modernization theory'.
4. An agricultural program on a rural radio channel.
(A) P-1, Q-4, R-2, S-3
(B) P-3, Q-2, R-1, S-4
(C) P-2, Q-1, R-4, S-3
(D) P-4, Q-3, R-1, S-2

61. Which of the following statements correctly identifies a pair of concepts?
(A) Dominant Paradigm - Focus on bottom-up communication.
(B) Global Civil Society - Composed exclusively of government representatives.
(C) Post-colonial Conception - Critique of Western-centric development models.
(D) Corporate Social Responsibility - A mandatory government tax.

62. The role of media in shaping the 'public sphere' is to:
(A) Limit public access to information.
(B) Act as a platform for public discourse and debate on matters of general interest.
(C) Broadcast only government-approved information.
(D) Focus solely on entertainment and celebrity culture.

63. Which of the following would be considered a 'response' to the dominant paradigm of development?
(A) A project that measures success only by the increase in per capita income.
(B) A top-down communication strategy that disseminates information without feedback.
(C) A policy that encourages the direct import and application of Western technology.
(D) The 'Dependency Theory', which argues peripheral countries are impoverished by core countries.

64. Consider the following statements related to development and social change:
I. Development communication is a one-way process of information dissemination.
II. Social change can be facilitated or hindered by media.
III. Post-colonial conceptions of development are uncritical of historical power relations.
IV. The role of journalism includes acting as a societal watchdog.
Which of the above statement(s) is/are correct?
(A) I and III only
(B) II and IV only
(C) I, II and IV only
(D) II, III and IV only

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65. Mahatma Gandhi's concept of 'Gram Swaraj' (village self-sufficiency) can be seen as a precursor to which modern development communication concept?
(A) Participatory, bottom-up development.
(B) Corporatisation of development.
(C) The dominant paradigm of modernization.
(D) The global communication system.

66. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The formulation of a national communication policy is a complex task in a diverse country like India.
Reason (R): The policy must balance freedom of expression, national security, commercial interests, and the communication needs of a heterogeneous population.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

67. A communication strategy designed for neo-literate adults in a rural setting would be an application of which concept?
(A) Global communication system.
(B) Corporatisation of development.
(C) Media and specific audiences.
(D) Deconstruction of dominant paradigm.

68. The "deconstruction" of the dominant development paradigm involves questioning its core assumption that:
(A) Participation is key to success.
(B) Culture is central to development.
(C) Economic growth is unimportant.
(D) All societies must follow a single, linear path to 'modernity'.

69. Which of the following is the LEAST likely objective of a mass campaign run by an NGO?
(A) To maximize profit for shareholders.
(B) To raise awareness about a social issue.
(C) To mobilize community participation.
(D) To advocate for a policy change.

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70. Which social reformer's name is synonymous with the Bhoodan (Land-Gift) Movement?
(A) Deendayal Upadhyay
(B) Acharya Vinoba Bhave
(C) Dr. Ram Manohar Lohia
(D) Mahatma Jyotiba Phule

71. Consider the following actors involved in development:
I. A multinational corporation building a hospital.
II. A local community group managing a water resource.
III. A government ministry launching a health scheme.
IV. An international body like UNICEF promoting education.
V. A national NGO advocating for environmental laws.
Which of the above would be classified as 'non-state actors'?
(A) I, III, and IV only
(B) III only
(C) I, II, IV, and V only
(D) II and V only

72. "A process of social change which has the goal of improving the quality of life of all members of a society." This statement best defines:
(A) Social Change
(B) Communication
(C) Corporatisation
(D) Development

73. The critique that the dominant paradigm of development was 'ethnocentric' implies that it:
(A) Was based on the experiences and values of Western societies.
(B) Valued all cultures equally.
(C) Focused too much on ethnicity as a factor.
(D) Was developed by scholars from multiple ethnic backgrounds.

74. Given below are two statements.
Statement I: The concept of a global public sphere is made possible by the global communication system.
Statement II: The global public sphere ensures that all voices and opinions are represented equally.
(A) Both Statement I and Statement II are true.

(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

75. Identify the correct historical order of the emergence of the following paradigms or concepts in development discourse:
1. Participatory Communication
2. Modernization Theory (Dominant Paradigm)
3. Post-colonial critiques
4. Communication for Social Change

(A) 2, 3, 1, 4
(B) 1, 2, 3, 4
(C) 3, 4, 1, 2
(D) 4, 1, 2, 3

76. The work of Raja Rammohan Roy in the 19th century is a prime example of:
(A) Using communication and advocacy for social reform.
(B) Rejecting all aspects of Western thought.
(C) Leading a violent uprising for political independence.
(D) Promoting caste-based social structures.

77. A communication campaign that uses folk media like puppetry to convey messages about health in villages is an example of:
(A) Critiquing the dominant paradigm.
(B) Corporatisation of development.
(C) Tailoring communication for a specific audience.
(D) A global communication system.

78. The term 'discourse of development communication' encompasses all the following EXCEPT:
(A) The language used to describe development.
(B) The underlying assumptions about what constitutes 'progress'.
(C) The power relations that determine whose voice is heard.
(D) The manufacturing process of communication hardware.

79. Match List-I (Reformer/Thinker) with List-II (Associated Concept/Movement).
List I:
P. Deendayal Upadhyay
Q. Dr. Ram Manohar Lohia
R. Mahatma Gandhi
S. Dr. B. R. Ambedkar
List II:
1. Annihilation of Caste
2. Sarvodaya
3. Integral Humanism
4. Sapt Kranti (Seven Revolutions)

(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-1, S-2
(C) P-2, Q-1, R-4, S-3
(D) P-3, Q-4, R-2, S-1

80. What is a primary criticism of Corporate Social Responsibility (CSR) in the context of development?
(A) It is too heavily regulated by the government.
(B) It can sometimes be a public relations exercise ('greenwashing') rather than a genuine commitment to social good.
(C) It provides too much funding for grassroots NGOs.
(D) It forces companies to become non-profit entities.

81. A 'national communication policy' would most likely address which of the following issues?
(A) The curriculum of engineering colleges.
(B) The pricing of agricultural commodities.
(C) The uniforms for the national postal service.
(D) The rules for foreign direct investment in media.

82. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Dr. B. R. Ambedkar's work represents a profound critique of the existing social structure in India.
Reason (R): He advocated for radical social re-organization based on the principles of liberty, equality, and fraternity, challenging the very foundation of the caste system.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

83. The rise of "global civil society" challenges the traditional notion that:

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(A) Only nation-states are significant actors in international affairs.
(B) Citizens have no interest in issues outside their own country.
(C) Communication technology is not important for social movements.
(D) NGOs should only work on local issues.

84. In post-colonial theory, a key issue regarding 'development' is that it often implicitly promotes:
(A) A form of Westernization disguised as a universal good.
(B) Indigenous knowledge systems.
(C) Cultural relativism.
(D) Political isolationism.

85. Consider the following statements about communication and Indian society:
I. The demographic diversity of India presents a major challenge for mass communication.
II. The sociological impact of media refers to its effect on social structures and norms.
III. Targeting specific audiences is considered an inefficient communication strategy.
IV. Journalism has no role in social reform.
Which of the above statement(s) is/are correct?
(A) I and II only
(B) III and IV only
(C) I and III only
(D) II and IV only

86. Which of the following is an incorrect statement about the characteristics of Indian society relevant to communication?
(A) It is marked by high linguistic and cultural diversity.
(B) The society is largely homogeneous with uniform information needs.
(C) There are significant disparities in literacy and media access.
(D) Caste, class, and gender are important sociological variables affecting communication.

87. Which of the following represents a critique of the dominant paradigm of development communication?
(A) A statement praising the trickle-down effect of economic growth.
(B) A top-down flow of information from experts to the masses.
(C) An argument for a more participatory and dialogic approach to communication.
(D) A belief that technology transfer is the sole solution to underdevelopment.

88. If a government launches a massive media campaign using television, radio, and print to promote a new health policy, it is an example of a mass campaign by:
(A) An NGO
(B) A corporate entity
(C) An international agency
(D) The Government of India

89. Given below are two statements.
Statement I: The concept of the 'public sphere' originated from the work of Jürgen Habermas.
Statement II: The ideal public sphere is a space where status and power are irrelevant to the rational debate of ideas.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

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90. The concept of 'development' is distinct from 'social change' in that development is typically:
(A) Unplanned and chaotic.
(B) Intentional, planned, and aimed at positive improvement.
(C) Always a negative process.
(D) A process that occurs without any communication.

91. Consider the following statements regarding non-state actors in development:
I. They operate independently of the state.
II. NGOs and CBOs are examples of non-state actors.
III. They can play a significant role in advocacy and service delivery.
IV. International agencies like the World Bank are considered non-state actors.
V. They are always in opposition to the government.
Which of the above statement(s) is/are correct?
(A) I, II and V
(B) I, II and III
(C) III, IV and V
(D) II, IV and V

92. The sociological impact of journalism on society can be seen in its ability to:
(A) Sell advertising space to corporations.
(B) Design the technical layout of a newspaper.
(C) Manage the human resources of a media organization.
(D) Set the public agenda and frame social issues.

93. The philosophy of 'Integral Humanism' (Ekatma Manav Darshan), which seeks an indigenous model of economic and social development, is attributed to:
(A) Deendayal Upadhyay
(B) Mahatma Gandhi
(C) Dr. B. R. Ambedkar
(D) Raja Rammohan Roy

94. What is the fundamental purpose of 'development communication'?
(A) To ensure media profitability.
(B) To facilitate participative social change for a better quality of life.
(C) To promote the political party in power.
(D) To showcase a country's technological prowess.

95. Match List-I (Term) with List-II (Key Feature).
List I:
P. CSR
Q. NGO Campaign
R. Global Civil Society
S. National Communication Policy
List II:
1. Transnational advocacy networks
2. Corporate contribution to social goals
3. Government framework for media regulation
4. Grassroots mobilization on a specific issue
(A) P-2, Q-4, R-1, S-3
(B) P-1, Q-2, R-3, S-4
(C) P-3, Q-1, R-4, S-2
(D) P-4, Q-3, R-2, S-1

96. A post-colonial critique of a development project funded by a former colonial power would likely focus on:
(A) The efficiency of the project's logistics.
(B) The architectural beauty of the project's buildings.
(C) The project's positive impact on the stock market.
(D) The potential for it to create new forms of dependency.

97. Who among the following used journalism and public discourse as a key instrument in his struggle for the rights and social upliftment of the 'untouchables'?
(A) Dr. B. R. Ambedkar
(B) Bal Gangadhar Tilak
(C) Pandit Madanmohan Malviya
(D) Acharya Vinoba Bhave

98. Which one of the following is NOT a component of the deconstruction of the dominant paradigm of development?
(A) Questioning the universality of the Western model.
(B) Promoting a top-down, expert-driven approach.
(C) Emphasizing the need for cultural-specificity.
(D) Advocating for participatory communication.

99. Identify the logical sequence of cause and effect in the context of global communication:
1. Formation of a Global Civil Society
2. Proliferation of the Internet and satellite communication
3. Transnational advocacy and social movements
4. Weakening of nation-state's control over information
(A) 1, 2, 3, 4
(B) 4, 3, 2, 1
(C) 2, 4, 1, 3
(D) 3, 1, 4, 2

100. The concept of 'corporatisation of development' is best illustrated by:
(A) An NGO receiving a government grant.
(B) A community organizing to build its own school.
(C) The Government of India launching a new poverty alleviation scheme.
(D) A for-profit company taking over traditionally public sector projects.

101. Given below are two statements.
Statement I: The demographic profile of an

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audience, including age, gender, and literacy, is crucial for designing effective development communication messages.
Statement II: A single, standardized message is generally most effective for the entire population of a diverse country like India.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

102. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Mahatma Gandhi's communication strategies were deeply rooted in Indian culture and symbolism.
Reason (R): He used concepts like 'Ram Rajya', 'Satyagraha', and practices like the 'Dandi March' which resonated powerfully with the Indian masses, making his message highly effective.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

103. Which of the following is an example of the sociological impact of communication?
(A) The frequency spectrum allocated to a radio station.
(B) The increasing trend of nuclear families, partly influenced by their portrayal on television.
(C) The cost of printing a newspaper.
(D) The number of employees in a television studio.

104. The "responses and critique of dominant models" of development communication led to the emergence of which paradigm?
(A) The Modernization paradigm.
(B) The Participation and Social Change paradigm.
(C) The Technology Transfer paradigm.
(D) The Economic Growth paradigm.

105. Consider the following statements about paradigms of development communication:
I. The dominant paradigm equated development with economic growth.
II. A key critique of the dominant paradigm was its ethnocentric bias.
III. Later paradigms emphasized dialogue, empowerment, and cultural identity.
IV. Corporate Social Responsibility is a paradigm that completely replaces government and NGO roles.
Which of the above statement(s) is/are correct?
(A) I, II, and IV
(B) II and IV
(C) I, II, and III
(D) All of the above

106. The concept of the public sphere is threatened when:
(A) Media ownership is diversified and independent.
(B) Media becomes overly commercialized or controlled by the state, stifling dissent.
(C) Citizens engage in open and critical debate.
(D) There is an increase in access to information through the internet.

107. The activities of an organization like 'Amnesty International' or 'Greenpeace' on a global scale are prime examples of:
(A) National communication policy in action.
(B) A corporate social responsibility program.
(C) A government-led mass campaign.
(D) The functioning of a global civil society.

108. Which social reformer founded the 'Satyashodhak Samaj' (Truth-seekers' Society) to campaign against caste oppression and idolatry?
(A) Raja Rammohan Roy
(B) Acharya Vinoba Bhave
(C) Mahatma Jyotiba Phule
(D) Deendayal Upadhyay

109. What is a key difference between a mass campaign by an NGO and one by a corporate?
(A) NGOs never use mass media, whereas corporates always do.
(B) The primary motive of an NGO campaign is social good, while a corporate's is often linked to brand image or profit.
(C) NGO campaigns are always local, while corporate campaigns are always national.

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(D) NGOs are not allowed to run mass campaigns.

110. Match List-I (Social Issue) with List-II (Associated Reformer).
List I:
P. Abolition of Untouchability
Q. Bhoodan Movement
R. Widow Remarriage and Abolition of Sati
S. Swaraj through nationalist journalism
List II:
1. Acharya Vinoba Bhave
2. Raja Rammohan Roy
3. Dr. B. R. Ambedkar
4. Bal Gangadhar Tilak
(A) P-3, Q-1, R-2, S-4
(B) P-1, Q-3, R-4, S-2
(C) P-2, Q-4, R-1, S-3
(D) P-4, Q-2, R-3, S-1

111. A communication plan for a development project failed because it used complex technical brochures in English in a community of low-literacy farmers who spoke a regional dialect. This failure is primarily due to ignoring the principle of:
(A) Corporate Social Responsibility.
(B) The global communication system.
(C) Media for specific audiences.
(D) Corporatisation of development.

112. The term "post-colonial conceptions" of development implies a focus on issues that arose:
(A) Before the period of colonization.
(B) In the aftermath of colonial rule, dealing with its legacy.
(C) During the peak of colonial rule.
(D) In countries that were never colonized.

113. Which of the following statements about Bal Gangadhar Tilak's role is incorrect?
(A) He used his newspapers, Kesari and Mahratta, for political mobilization.
(B) He was a key figure in the early phase of the Indian nationalist movement.
(C) He was a strong advocate of Swaraj (self-rule).
(D) He was primarily known for leading a land-gift movement.

114. The emergence of a "global communication system" primarily refers to:
(A) The universal adoption of a single language for all media.
(B) A formal political body that governs all world media.
(C) A policy that bans all national media in favor of global channels.
(D) The technological infrastructure (satellites, internet) and economic structures that allow for instantaneous, worldwide communication.

115. Consider the following statements:
I. Raja Rammohan Roy is often called the 'Father of the Indian Renaissance'.
II. Pandit Madanmohan Malviya championed the cause of modern education.
III. Mahatma Jyotiba Phule's work was confined to religious reform among the upper castes.
IV. Dr. Ram Manohar Lohia was a prominent socialist thinker.
V. Deendayal Upadhyay advocated the philosophy of 'Integral Humanism'.
Which of the above statement(s) is/are correct?
(A) I, II, III, and IV
(B) II, III, IV, and V
(C) I, III, and V
(D) I, II, IV, and V

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116. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Non-state actors like NGOs can significantly influence the development discourse.
Reason (R): Through their grassroots connections and advocacy campaigns, they can highlight issues ignored by the state and propose alternative development paradigms.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

117. What is the most appropriate reason for the need for national communication policies?
(A) To prevent citizens from accessing any foreign media content.

(B) To provide a framework for media's role in achieving goals like development and cultural preservation.
(C) To ensure that all media outlets are owned and operated by the government.
(D) To eliminate the public sphere and control all public discussion.

118. The "deconstruction of the dominant paradigm" of development is an act of:
(A) Intellectual and critical inquiry.
(B) Physical infrastructure demolition.
(C) Financial investment.
(D) Political campaigning.

119. A key characteristic of the role of journalism in a democratic society is:
(A) To support the government in power unconditionally.
(B) To act as a watchdog, holding power accountable.
(C) To focus exclusively on celebrity news and entertainment.
(D) To avoid reporting on any controversial social issues.

120. Which of the following is the odd one out in the context of development communication?
(A) Participatory video
(B) Community radio
(C) Street theatre
(D) Top-down expert lecture

121. The concept of development communication is fundamentally concerned with the use of communication for:
(A) Personal entertainment.
(B) Commercial advertising.
(C) Directed social change.
(D) Maintaining the status quo.

122. Given below are two statements.
Statement I: The demographic character of India, with its large youth population, has significant implications for media content and consumption.
Statement II: The sociological impact of communication is limited to the study of how many people own a television set.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

123. Identify which of the following pairs is correctly matched:
(A) Dr. B.R. Ambedkar - Bhoodan Movement
(B) Acharya Vinoba Bhave - Annihilation of Caste
(C) Raja Rammohan Roy - Campaign against Sati
(D) Bal Gangadhar Tilak - Integral Humanism

124. A corporation's annual report highlights its program for reducing its factory's carbon emissions and funding local schools. This is presented as an example of its:
(A) Core business strategy.
(B) Corporate Social Responsibility (CSR).
(C) Legal compliance with tax laws.
(D) Hostile takeover tactics.

125. Arrange the major focus of these reformers in a logical sequence from social/religious reform to political/economic philosophy:
1. Raja Rammohan Roy's campaign against Sati.
2. Dr. Ambedkar's drafting of the Indian Constitution.
3. Deendayal Upadhyay's formulation of 'Integral Humanism'.
4. Mahatma Jyotiba Phule's establishment of schools for girls.

(A) 1, 4, 2, 3
(B) 4, 3, 1, 2
(C) 2, 1, 3, 4
(D) 3, 2, 4, 1

126. A critique of the 'dominant paradigm' would NOT support which of the following approaches?
(A) Using folk media for communication.
(B) Promoting dialogue and mutual understanding.
(C) Measuring development solely by GNP growth.
(D) Empowering local communities to make their own decisions.

127. The term 'non-state actors' in development specifically excludes:
(A) Non-Governmental Organizations (NGOs).
(B) Community-Based Organizations (CBOs).

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(C) Central government ministries and departments.
(D) Private philanthropic foundations.

128. The concept of a 'global public sphere' suggests that:
(A) Public debate is now only possible on a global scale, not a national one.
(B) Global issues can be debated by people across the world, facilitated by global media.
(C) A single world government now controls all public debate.
(D) Only diplomats and state leaders can participate in this sphere.

129. Match List-I (Influencer) with List-II (Key Contribution).
List I:
P. Mahatma Gandhi
Q. Pandit Madanmohan Malviya
R. Mahatma Jyotiba Phule
S. Bal Gangadhar Tilak
List II:
1. Founder of Banaras Hindu University.
2. Used 'Kesari' for nationalist mobilization.
3. Championed education for girls and lower castes.
4. Used 'Satyagraha' as a tool for social and political change.
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-1, R-3, S-2
(C) P-2, Q-3, R-4, S-1
(D) P-3, Q-4, R-1, S-2

130. A post-colonial analysis of an international news agency's coverage of Africa would likely investigate:
(A) The technical quality of the broadcast signal.
(B) The salaries paid to the journalists.
(C) The perpetuation of stereotypes and a Western-centric viewpoint.
(D) The logistics of the agency's transport network.

131. Consider the following actions:
I. A government body creates a policy on media cross-ownership.
II. A transnational network of activists campaigns against climate change.
III. A local company funds a health camp in a village.
IV. A state-owned television channel broadcasts a program on new farming techniques.
Which of the above statement(s) pertain to the functioning of non-state actors?
(A) I and IV only
(B) II and III only
(C) I, II and III only
(D) All of the above

132. The primary objective of development communication is to:
(A) Maximize the viewership of media channels.
(B) Utilize communication processes and media to improve the quality of life.
(C) Document the traditional lifestyles without any intervention.
(D) Promote the sale of consumer goods in rural markets.

133. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The corporatisation of development, through mechanisms like CSR, brings additional resources into the social sector.
Reason (R): However, it can also lead to a 'cherry-picking' of issues that align with a company's brand image, potentially neglecting more critical but less glamorous development needs.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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134. Which of the following is the best example of a mass campaign initiated by an international agency?
(A) A state government's campaign to promote local tourism.
(B) UNICEF's global campaign for child vaccination.
(C) A local NGO's drive to clean a neighborhood park.
(D) A corporation's advertisement for its new product.

135. Given below are two statements.

Statement I: Dr. Ram Manohar Lohia was a capitalist thinker who supported close ties with the Congress party.
Statement II: Deendayal Upadhyay proposed the concept of 'Integral Humanism' as an alternative to both capitalism and communism.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

136. A key challenge for creating a 'universal, national communication policy' is:
(A) The lack of communication technologies.
(B) The need to balance diverse and often conflicting interests within a nation.
(C) The absence of any international media organizations.
(D) The disinterest of the public in media issues.

137. Which of the following correctly identifies an incorrect pair?
(A) Global Civil Society - Transnational citizen networks
(B) Public Sphere - Arena for public debate
(C) Nation-state Universal - A single world government
(D) Post-colonial Conception - Critique of colonial legacy

138. The study of the demographic impact of communication would analyze:
(A) How media messages are interpreted differently by various age groups.
(B) The chemical composition of newspaper ink.
(C) The architectural style of a media house.
(D) The political affiliation of a media owner.

139. Which of the following is NOT a leading influencer of social reform in India?
(A) Mahatma Gandhi
(B) Dr. B. R. Ambedkar
(C) Winston Churchill
(D) Raja Rammohan Roy

140. Consider the following statements about the critique of the dominant development paradigm:
I. It was seen as being too top-down and hierarchical.
II. It was criticized for ignoring cultural contexts.
III. It measured development primarily in economic terms.
IV. It failed to address issues of inequality and dependency.
V. It was praised for being highly participatory.
Which of the above statement(s) is/are correct?
(A) I, II, III, and IV
(B) II, III, IV, and V
(C) I, III, and V
(D) I, II, and V

141. The role of media in development and social change is best described as:
(A) A passive observer with no influence.
(B) A potential agent for mobilization, education, and dialogue.
(C) A tool used only for entertainment purposes.
(D) An instrument solely for government control.

142. The philosophy of Dr. Ram Manohar Lohia, including his concept of 'Sapt Kranti' (Seven Revolutions), was fundamentally:
(A) Elitist and supportive of the status quo.
(B) Socialist and aimed at fighting all forms of inequality.
(C) Capitalist and focused on free-market principles.
(D) Anarchist and aimed at dismantling the state entirely.

143. Which of the following is a direct consequence of the emergence of a global communication system?
(A) The strengthening of national borders against information flow.
(B) The decreased importance of local media.
(C) The possibility of rapid, transnational mobilization around social or political issues.
(D) The complete eradication of the digital divide.

144. A key challenge for creating a 'universal, national communication policy' is:
(A) The lack of communication technologies.
(B) The need to balance diverse and often conflicting interests within a nation.
(C) The absence of any international media organizations.

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(D) The disinterest of the public in media issues.

145. Match List-I (Paradigm/Concept) with List-II (Core Idea).
List I:
P. Dominant Paradigm Critique
Q. Corporatisation of Development
R. Global Civil Society
S. Development Communication
List II:
1. Involvement of for-profit companies in social projects.
2. Strategic use of media for planned social improvement.
3. Challenge to the 'one-size-fits-all' modernization model.
4. Cross-border citizen groups and networks.
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-4, R-1, S-3
(C) P-3, Q-1, R-4, S-2
(D) P-4, Q-3, R-2, S-1

146. A communication program that actively involves community members in identifying problems and creating media content (e.g., a community video) is an example of:
(A) The dominant paradigm in action.
(B) A response to the critique of the dominant paradigm.
(C) A purely corporate CSR activity.
(D) A top-down government directive.

147. Who among the following is known for the concept of 'Sarvodaya' (welfare of all), which heavily influenced development thinking in India?
(A) Bal Gangadhar Tilak
(B) Mahatma Gandhi
(C) Deendayal Upadhyay
(D) Raja Rammohan Roy

148. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): In development communication, understanding the characteristics of specific audiences is critical for success.
Reason (R): A message designed for an urban, educated audience may be completely ineffective for a rural, low-literacy audience due to differences in language, culture, and media access.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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149. The concept of a "public sphere" is most directly threatened by:
(A) An increase in literacy rates.
(B) A concentration of media ownership and state censorship.
(C) The proliferation of diverse viewpoints on the internet.
(D) The active participation of citizens in public life.

150. Arrange the following actions in a likely chronological sequence:
1. A post-colonial scholar writes a critique of a development model.
2. A colonial power introduces its education system.
3. An independent nation formulates its own national communication policy.
4. A development project based on the Western 'modernization' model is implemented.
(A) 2, 4, 1, 3
(B) 1, 2, 3, 4
(C) 4, 3, 2, 1
(D) 3, 1, 4, 2

151. "The systematic use of communication, whether written, oral, or visual, to bring about positive social change." This is a working definition for:
(A) Public Relations
(B) Corporate Communication
(C) Interpersonal Communication
(D) Development Communication

152. Given below are two statements.
Statement I: The sociological impact of communication includes how media consumption patterns are shaped by social class and caste.
Statement II: The demographic composition of India is static and does not change over time.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.

(D) Statement I is false, but Statement II is true.

153. A central tenet of post-colonial conceptions of development is the need for:
(A) Intellectual decolonization.
(B) Re-establishing colonial rule.
(C) Ignoring historical contexts.
(D) A single, globalized culture.

154. The concept of Corporate Social Responsibility (CSR) implies that corporations have a responsibility towards:
(A) Only their shareholders.
(B) Only the government.
(C) Society and the environment, beyond just making a profit.
(D) Foreign governments only.

155. Consider the following statements about mass campaigns:
I. They can be initiated by governments, NGOs, or corporates.
II. A key goal is to reach a large number of people with a specific message.
III. Their success is independent of the media channels used.
IV. NGOs often use them for advocacy and social mobilization.
Which of the above statement(s) is/are correct?
(A) I, II, and III
(B) II, III, and IV
(C) I, II, and IV
(D) I, III, and IV

156. The emergence of a "global civil society" is characterized by:
(A) The decreasing role of NGOs in international affairs.
(B) The formation of citizen-based groups and networks that operate across national borders.
(C) The complete replacement of nation-states by a single world government.
(D) The decline of the internet as a tool for political action.

157. Which of the following is an INCORRECT statement about the influencers of social reform in India?
(A) Raja Rammohan Roy worked against the Sati custom.
(B) Dr. B. R. Ambedkar fought for the rights of the depressed classes.
(C) Acharya Vinoba Bhave initiated the Bhoodan movement.
(D) Mahatma Jyotiba Phule was an advocate for the caste system.

158. The concept of a "universal, national communication policy" is best understood as:
(A) A single communication policy for the entire world.
(B) A comprehensive national policy that aims to be all-encompassing within a nation's borders.
(C) A policy that applies only to universal media like the internet.
(D) A policy created by the United Nations for all member states.

159. The work of which social reformer is fundamentally linked to the concept of 'Annihilation of Caste'?
(A) Mahatma Gandhi
(B) Dr. B. R. Ambedkar
(C) Bal Gangadhar Tilak
(D) Raja Rammohan Roy

160. Match List-I (Term) with List-II (Description).
List I:
P. Deconstruction of Dominant Paradigm
Q. Sociological Impact
R. Specific Audiences
S. Social Change
List II:
1. Fundamental alteration of social structure.
2. Critically analyzing Western-centric development models.
3. The effect of media on social relations and norms.
4. Segmenting the population for tailored communication.
(A) P-1, Q-4, R-3, S-2
(B) P-3, Q-1, R-2, S-4
(C) P-4, Q-2, R-1, S-3
(D) P-2, Q-3, R-4, S-1

161. An analysis of the changing role of women in society after the widespread introduction of television would be a study of the:
(A) Technical aspects of broadcasting.
(B) Sociological impact of communication.

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(C) Financial model of television channels.
(D) Regulatory framework for advertising.

162. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The dominant paradigm of development in the 1950s and 60s was heavily criticized in later decades.
Reason (R): The paradigm's focus on economic growth alone often widened the gap between the rich and the poor and ignored social and cultural factors.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

163. The role of journalism in society, from a development perspective, is not just to inform but also to:
(A) Generate maximum profit for owners.
(B) Facilitate public debate and empower citizens.
(C) Provide light entertainment.
(D) Support the government uncritically.

164. The involvement of private companies in public health campaigns or school-building projects is an example of:
(A) Global civil society.
(B) Corporatisation of development.
(C) A critique of the dominant paradigm.
(D) A national communication policy.

165. Consider the following statements regarding the public sphere:
I. It is an arena for rational-critical discussion among citizens.
II. State control and commercialization can corrupt the public sphere.
III. The internet has the potential to create new public spheres.
IV. It is a concept exclusively relevant to 18th-century Europe.
V. It is a physical place designated by the government.
Which of the above statement(s) is/are correct?
(A) I, II and V
(B) I, II and III
(C) III, IV and V
(D) II, IV and V

166. Which reformer used the newspapers 'Mooknayak' (Leader of the Voiceless) and 'Bahishkrut Bharat' (Ostracized India) to voice the concerns of the Dalits?
(A) Mahatma Jyotiba Phule
(B) Dr. B. R. Ambedkar
(C) Bal Gangadhar Tilak
(D) Mahatma Gandhi

167. The "deconstruction of the dominant paradigm" specifically challenges the notion that development is a:
(A) Participatory process.
(B) Culturally sensitive process.
(C) Linear, evolutionary process where all societies follow the path of the West.
(D) Process that should prioritize social justice.

168. A key feature of mass campaigns by NGOs is their focus on:
(A) Profit generation.
(B) Product marketing.
(C) Advocacy and behavioral change.
(D) Electoral politics.

169. Which of the following does NOT represent a characteristic of Indian society that a development communicator must consider?
(A) Linguistic diversity
(B) Social stratification like caste and class
(C) A completely homogeneous and uniform culture
(D) Varying levels of literacy and media access

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170. Given below are two statements.
Statement I: Development and social change are synonymous and interchangeable terms.
Statement II: Development is a subset of social change, representing planned and directed change towards desired goals.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is false, but Statement II is true.
(D) Statement I is true, but Statement II is false.

171. The creation of a "national communication policy" is an attempt by a nation-state to:

(A) Cede all control over media to global corporations.
(B) Strategically guide its communication and media sector to align with national objectives.
(C) Ban the use of the internet within its borders.
(D) Promote a single, state-sponsored newspaper.

172. The ideas of which thinker are most relevant to understanding the emergence of the 'public sphere'?
(A) Karl Marx
(B) Max Weber
(C) Jürgen Habermas
(D) Marshall McLuhan

173. What is the cause-effect relationship between the critique of the dominant paradigm and the rise of new development approaches?
(A) The critique led to the reinforcement of the dominant paradigm.
(B) The critique had no effect on development thinking.
(C) The critique spurred the search for alternative, more participatory and appropriate models of development.
(D) New development approaches caused the critique of the dominant paradigm.

174. A case study describes how a social media campaign originating in one country sparked protests for democratic reform in several other nations. This is a manifestation of:
(A) A national communication policy.
(B) The global public sphere and global civil society.
(C) Corporate social responsibility.
(D) A critique of the dominant paradigm.

175. Which Indian social reformer is known for his critique of Brahmanical dominance and his work for the education of Shudras and Ati Shudras?
(A) Raja Rammohan Roy
(B) Mahatma Jyotiba Phule
(C) Bal Gangadhar Tilak
(D) Pandit Madanmohan Malviya

176. The concept of 'development' differs from mere 'economic growth' because it includes:
(A) Only increases in per capita income.
(B) Improvements in social welfare, justice, and human capabilities.
(C) Only the construction of large dams and factories.
(D) A decrease in the literacy rate.

177. The term 'discourse' in 'discourse of development communication' refers to:
(A) The way a subject is authoritatively spoken about, which shapes our understanding of it.
(B) A polite and casual conversation.
(C) The technical manual of a communication device.
(D) The annual budget of a media company.

178. A primary characteristic of the role of media and journalism in a democratic society is to foster:
(A) Public ignorance.
(B) An informed citizenry.
(C) Unquestioning obedience to authority.
(D) Social fragmentation.

179. All of the following are examples of non-state actors in development EXCEPT:
(A) The Bill & Melinda Gates Foundation.
(B) The Ministry of Rural Development, Government of India.
(C) Oxfam International.
(D) A local women's self-help group.

180. The success of a mass campaign by an international agency in a country like India heavily depends on:
(A) Its ability to ignore local culture.
(B) Its use of a single, universal language like English.
(C) Its adaptation of messages to diverse local contexts.
(D) The amount of money spent on celebrity endorsements alone.

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181. Given below are two statements.
Statement I: Post-colonial conceptions of development celebrate the continued economic and cultural dominance of former colonial powers.
Statement II: These conceptions seek to uncover

and challenge the subtle ways in which colonial-era power structures persist in the modern world.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

182. Who is considered a pioneer of modern Indian social reform, known for his campaigns against practices like Sati?
(A) Mahatma Gandhi
(B) Dr. B. R. Ambedkar
(C) Raja Rammohan Roy
(D) Bal Gangadhar Tilak

183. The study of how media portrayals influence societal views on gender roles falls under the:
(A) Economic impact of communication.
(B) Technical impact of communication.
(C) Sociological impact of communication.
(D) Political impact of communication on voting.

184. A key argument against the 'corporatisation of development' is that it may lead to:
(A) Development priorities being set by market logic rather than human need.
(B) A reduction in available funds for development.
(C) The total collapse of the corporate sector.
(D) Governments becoming too powerful.

185. Consider the roles of various social reformers:
I. Acharya Vinoba Bhave led the Bhoodan movement for land redistribution.
II. Dr. Ram Manohar Lohia was a key socialist voice advocating for social equality.
III. Deendayal Upadhyay proposed an indigenous development model called 'Integral Humanism'.
IV. Pandit Madanmohan Malviya focused on education as a tool for national revival.
Which of the above statement(s) is/are correct?
(A) I and II only
(B) I, II, and III only
(C) III and IV only
(D) All I, II, III, and IV are correct.

186. The concept of 'media for specific audiences' is most important when:
(A) The entire population is homogeneous.
(B) The target population is diverse in terms of language, literacy, and culture.
(C) The goal is to send a single, simple message to everyone.
(D) The media channel has a very limited reach.

187. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The emergence of a global communication system has challenged the absolute sovereignty of the nation-state.
Reason (R): Transnational media and the internet allow information and ideas to bypass state controls, enabling global social movements and public opinion that can pressure national governments.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

188. Which of the following is NOT a feature of the alternative paradigm of development that emerged in response to critiques of the dominant model?
(A) Emphasis on participation.
(B) Respect for indigenous knowledge.
(C) A top-down, centralized approach to planning.
(D) Focus on empowerment and sustainability.

189. A campaign by the Government of India, such as 'Swachh Bharat Abhiyan', is an example of a:
(A) Mass campaign by a national government.
(B) Mass campaign by an NGO.
(C) Mass campaign by a corporate.
(D) Mass campaign by an international agency.

190. The concept of 'development and social change' acknowledges that:
(A) Society is static and unchangeable.
(B) Communication plays a crucial role in navigating and guiding societal transformations.
(C) Social change is always negative and disruptive.
(D) Development can happen without any

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change in social structures.

191. Consider the following entities:
I. Greenpeace
II. The Indian Ministry of Health
III. Tata Trusts
IV. A local Youth Club organizing a blood donation camp
V. The World Health Organization (WHO)
Which of the above can be described as non-state actors in development?
(A) II only
(B) I, III, IV, and V
(C) II and V only
(D) I, III, and IV only

192. Which of the following represents the role of journalism in fostering development and social change?
(A) Publishing sensational stories to increase circulation.
(B) Investigating social problems and giving voice to the marginalized.
(C) Acting as a public relations agency for large corporations.
(D) Avoiding all coverage of politics and social issues.

193. The philosophy of 'Integral Humanism' articulated by Deendayal Upadhyay advocates for:
(A) A development model that synthesizes material and spiritual progress, centered on the human being.
(B) A purely materialist and consumerist model of development.
(C) The complete rejection of modern technology.
(D) A state-controlled command economy.

194. Given below are two statements.
Statement I: The deconstruction of the dominant paradigm of development communication involves uncritically accepting all its principles.
Statement II: A major critique of the dominant paradigm was its tendency to create dependency and neglect local culture.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is false, but Statement II is true.
(D) Statement I is true, but Statement II is false.

195. Match List-I (Reformer) with List-II (Primary Association).
List I:
P. Acharya Vinoba Bhave
Q. Mahatma Jyotiba Phule
R. Dr. Ram Manohar Lohia
S. Deendayal Upadhyay
List II:
1. Satyashodhak Samaj
2. Integral Humanism
3. Bhoodan Movement
4. Socialist thought and anti-Congressism
(A) P-3, Q-1, R-4, S-2
(B) P-1, Q-3, R-2, S-4
(C) P-2, Q-4, R-1, S-3
(D) P-4, Q-2, R-3, S-2

196. The rise of transnational activist networks, facilitated by the internet, is a key feature of:
(A) The dominant paradigm of development.
(B) National communication policies.
(C) The emergence of global civil societies.
(D) Corporate Social Responsibility.

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197. The analysis of media's effect on voting behavior, family structures, and cultural values falls under the umbrella of:
(A) Demographic and sociological impact of communication.
(B) The technical specifications of media hardware.
(C) The logistics of media distribution.
(D) The financial accounting of media firms.

198. A 'post-colonial conception' of communication would most likely be critical of:
(A) The use of local languages in media.
(B) The one-way flow of information and entertainment from the West to the rest of the world.
(C) The development of indigenous media industries.
(D) The participation of citizens in creating media content.

199. What distinguishes 'development' from 'social change'?
(A) Social change is always planned, whereas development is random.
(B) 'Development' implies intentionality and improvement goals, while 'social change' is

a broader, neutral term.
(C) There is no difference; the terms are perfectly synonymous.
(D) Development refers only to economic changes, while social change refers to cultural changes.

200. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Corporate Social Responsibility (CSR) is sometimes criticized as being a form of 'reputation laundering'.
Reason (R): Companies may use high-profile social projects to deflect attention from the negative social or environmental impacts of their core business operations.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

201. Which of the following is an example of a mass campaign by a Government of India agency?
(A) A campaign by an NGO against deforestation.
(B) A voter awareness campaign by the Election Commission of India.
(C) A global fundraising campaign by the Red Cross.
(D) An advertising campaign by a private bank.

202. The concept of a 'public sphere' is crucial for a healthy democracy because it provides a space for:
(A) The government to issue decrees without question.
(B) Citizens to form and debate public opinion.
(C) Corporations to advertise their products.
(D) Elites to make decisions in private.

203. The primary reason for the "deconstruction of the dominant paradigm" of development was its:
(A) Overemphasis on cultural factors.
(B) Failure to deliver equitable and sustainable development in many parts of the world.
(C) Lack of support from Western governments.
(D) Rejection of technology and economic growth.

204. Which of the following statements about India's social reformers is correct?
(A) Bal Gangadhar Tilak and Mahatma Gandhi always had identical political strategies.
(B) Dr. B. R. Ambedkar's primary focus was on economic policy rather than social justice.
(C) Raja Rammohan Roy, Jyotiba Phule, and Dr. Ambedkar all used communication to challenge hierarchies.
(D) Acharya Vinoba Bhave's Bhoodan movement was a government-enforced program.

205. Consider the following:
I. A state-run television network.
II. A transnational human rights organization.
III. A for-profit corporation.
IV. A national government's legislative body.
V. A community-based women's cooperative.
Which of the above statement(s) would be considered 'non-state actors' in the context of development?
(A) I and IV
(B) II, III, and V
(C) All of them
(D) None of them

206. A key challenge posed by the "global communication system" to the "nation-state" is:
(A) The strengthening of the state's control over information.
(B) The difficulty of regulating cross-border data flows and media content.
(C) A decrease in the speed of communication.
(D) A decline in the public's interest in global affairs.

207. A communication program that uses different media (radio, TV, folk art) and different languages for various regions of a country is applying the concept of:
(A) A single dominant paradigm.
(B) Media for specific audiences.
(C) Corporatisation of development.
(D) A global public sphere.

208. The modernization theory, which formed the basis of the dominant paradigm of development, assumed that:

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(A) Traditional societies had valuable knowledge for development.
(B) All societies would and should follow the same path as Western industrial nations.
(C) Economic growth was not a necessary component of development.
(D) Participatory communication was essential for success.

209. Given below are two statements.
Statement I: The term 'corporatisation of development' refers to the increasing role of private, for-profit entities in development activities.
Statement II: Corporate Social Responsibility (CSR) is one of the mechanisms through which corporatisation of development manifests.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

210. Match List-I (Event/Concept) with List-II (Associated Person).
List I:
P. Foundation of Banaras Hindu University
Q. Integral Humanism
R. Satyashodhak Samaj
S. Kesari Newspaper
List II:
1. Mahatma Jyotiba Phule
2. Bal Gangadhar Tilak
3. Pandit Madanmohan Malviya
4. Deendayal Upadhyay
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-1, R-4, S-3
(C) P-4, Q-3, R-2, S-1
(D) P-3, Q-4, R-1, S-2

211. Which option best illustrates the sociological impact of communication?
(A) A rise in smartphone sales.
(B) A shift in public attitudes towards a social issue after a media campaign.
(C) A decrease in the cost of data plans.
(D) An upgrade in broadcast transmission technology.

212. Post-colonial theories critique development discourse for often perpetuating:
(A) A sense of national pride and self-sufficiency.
(B) A new form of colonialism through economic and cultural dependency.
(C) The equal and fair exchange of ideas.
(D) The preservation of indigenous cultures.

213. The main purpose of a national communication policy is to:
(A) Provide a strategic vision and regulatory framework for a country's media landscape.
(B) Ensure that only government-approved news is disseminated to the public.
(C) Promote the business interests of a single media corporation above all others.
(D) Restrict the general citizens' access to modern communication technologies.

214. Which of the following is a fundamental characteristic of development communication?
(A) It is purpose-driven and goal-oriented.
(B) It is always spontaneous and unplanned.
(C) It is exclusively a one-way process.
(D) It is unconcerned with audience feedback.

215. Consider the following statements about the role of media in society:
I. It can act as a "fourth estate" holding other institutions accountable.
II. It plays a role in shaping social norms and culture.
III. Its role is limited to providing entertainment.
IV. It has no impact on the process of social change.
Which of the above statement(s) is/are correct?
(A) I and II
(B) III and IV
(C) I and III
(D) II and IV

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216. The critique of the dominant paradigm of development communication led to a greater emphasis on:
(A) Top-down information dissemination.
(B) Large-scale, capital-intensive projects.
(C) Dialogue, participation, and empowerment.
(D) The universal applicability of Western models.

217. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): Mahatma Jyotiba Phule's efforts in opening schools for girls and lower castes were a radical act of social reform in the 19th century.
Reason (R): These actions directly challenged the traditional, hierarchical social structure that denied education and opportunities to these groups.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

218. An international NGO launching a global campaign to ban plastic bags is an example of:
(A) A corporate CSR initiative.
(B) A national government policy.
(C) The functioning of global civil society.
(D) A purely commercial enterprise.

219. The term 'sociological impact' of media on Indian society refers to changes in:
(A) The share price of media companies.
(B) The technical standards for broadcasting.
(C) Social structures, family relations, and cultural values.
(D) The import duties on electronic equipment.

220. Which of the following is NOT a defining characteristic of development communication?
(A) Use of communication for planned change.
(B) Focus on improving quality of life.
(C) A profit-maximization motive.
(D) Audience-centric and participatory approaches.

221. Consider the following statements about development paradigms:
I. The 'dominant paradigm' is also known as the modernization paradigm.
II. A major flaw of the dominant paradigm was its disregard for cultural specificity.
III. The 'participatory paradigm' emerged as a critique of the dominant one.
IV. 'Corporate Social Responsibility' is a development paradigm that argues for state-owned enterprises.
V. The deconstruction of paradigms involves ignoring their historical context.
Which of the above statement(s) is/are correct?
(A) I, II, and III
(B) II, IV, and V
(C) I, III, and V
(D) III, IV, and V

222. The Bhoodan movement, initiated by Acharya Vinoba Bhave, was a unique attempt at social change because it was based on:
(A) Government coercion.
(B) Corporate funding.
(C) Moral persuasion and voluntary action.
(D) Foreign intervention.

223. The phrase 'nation state-universal' in the context of global communication points to the tension between:
(A) The universal reach of global media and the sovereign authority of individual nation-states.
(B) The rural and urban populations within a nation.
(C) The print media and the electronic media.
(D) The public sector and the private sector.

224. Given below are two statements.
Statement I: The concept of a 'public sphere' requires that citizens have access to information and a platform for debate.
Statement II: The rise of the internet has had no impact on the creation or nature of public spheres.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

225. A key difference between a mass campaign by the Government of India and one by an NGO is often the:
(A) Scale and access to official channels.
(B) Complete absence of a message in the NGO campaign.
(C) Fact that government campaigns are never about social issues.
(D) NGO's exclusive focus on generating profit.

226. Which social reformer's ideology is encapsulated in the philosophy of 'Integral Humanism'?
(A) Dr. B. R. Ambedkar
(B) Deendayal Upadhyay

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(C) Raja Rammohan Roy
(D) Mahatma Gandhi

227. The deconstruction of the dominant paradigm of development communication entails:
(A) Reinforcing its core tenets.
(B) Critically examining its underlying assumptions and power dynamics.
(C) Ignoring its historical impact.
(D) Applying it more rigorously in new projects.

228. The concept that media should be tailored to the needs, language, and culture of specific groups like farmers, women, or children is known as:
(A) The dominant paradigm.
(B) Media and specific audiences.
(C) Corporatisation of development.
(D) The global public sphere.

229. Match the following thinkers with their associated concepts and identify the correctly matched pair:
(A) Mahatma Gandhi - Sarvodaya
(B) Deendayal Upadhyay - Integral Humanism
(C) Dr. B. R. Ambedkar - Satyagraha
(D) Acharya Vinoba Bhave - Bhoodan

230. A post-colonial analysis of development aid would likely argue that:
(A) It is always a neutral and benevolent act.
(B) It can sometimes create dependency and serve the interests of the donor country.
(C) It has no connection to historical colonial relationships.
(D) It should be rejected in all forms.

231. Which of the following best describes the role of media and journalism in facilitating social change?
(A) By ignoring social problems.
(B) By raising awareness, shaping public opinion, and mobilizing people for action.
(C) By only publishing government press releases.
(D) By focusing exclusively on international sports.

232. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): National communication policies are increasingly complex to formulate and implement in the 21st century.
Reason (R): The proliferation of global media, the internet, and social media platforms complicates a nation-state's ability to regulate its information environment.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

233. The involvement of non-state actors, such as NGOs and foundations, in development work has led to:
(A) A complete takeover of all government functions.
(B) A more pluralistic and diverse development landscape.
(C) The elimination of all funding for development.
(D) The universal adoption of a single development model.

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234. The primary focus of Mahatma Jyotiba Phule's social reform movement was:
(A) Economic liberalization.
(B) The struggle against caste and gender discrimination.
(C) The promotion of Sanskrit education exclusively.
(D) The establishment of a separate state.

235. Consider the characteristics of different paradigms of development communication:
I. Dominant Paradigm: Emphasized top-down communication and economic indicators.
II. Participatory Paradigm: Stresses dialogue, empowerment, and local knowledge.
III. Corporate Paradigm: Involves CSR and corporate involvement in social projects.
IV. Post-colonial Paradigm: Focuses on critically analyzing historical power imbalances.
Which of the above statement(s) is/are correct?
(A) I and II only
(B) I, II, and III only
(C) III and IV only
(D) All I, II, III, and IV are correct.

236. A TV program designed for young mothers on infant nutrition is a specific application of:
(A) The role of media for specific audiences.
(B) The deconstruction of the dominant paradigm.
(C) The formation of a global civil society.
(D) The concept of the public sphere.

237. The 'corporatisation of development' raises concerns about:
(A) Accountability and the potential for profit motives to override social goals.
(B) The lack of funds in the corporate sector.
(C) The inefficiency of private companies.
(D) The refusal of corporations to use modern technology.

238. Given below are two statements.
Statement I: Bal Gangadhar Tilak used his newspaper 'Kesari' to advocate for social reforms like widow remarriage.
Statement II: Bal Gangadhar Tilak's primary use of journalism was to foster a spirit of nationalism and demand for Swaraj.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is false, but Statement II is true.
(D) Statement I is true, but Statement II is false.

239. The concept of development communication is based on the belief that:
(A) Communication is a secondary element in development.
(B) Communication is a powerful tool for facilitating planned social change.
(C) Development happens automatically without any communication.
(D) Only mass media can bring about development.

240. Match List-I (Social Reformer) with List-II (Associated Publication/Organization).
List I:
P. Raja Rammohan Roy
Q. Bal Gangadhar Tilak
R. Dr. B. R. Ambedkar
S. Mahatma Jyotiba Phule
List II:
1. Mooknayak
2. Satyashodhak Samaj
3. Sambad Kaumudi
4. Kesari
(A) P-3, Q-4, R-1, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-3, R-2, S-1
(D) P-2, Q-1, R-4, S-3

241. What is the relationship between the 'global communication system' and 'global civil society'?
(A) The global communication system is an obstacle to the formation of a global civil society.
(B) The system provides the infrastructure for a global civil society to emerge and function.
(C) The two concepts are unrelated.
(D) Global civil society created the global communication system.

242. A critique of the dominant paradigm of development communication would most likely favor which of the following communication models?
(A) A one-way, top-down model.
(B) A model that relies exclusively on foreign media.
(C) A model that ignores audience feedback.
(D) A two-way, dialogic, and participatory model.

243. The term 'non-state actors' in development can include all of the following EXCEPT:
(A) A grassroots environmental group.
(B) The World Bank.
(C) The national parliament of a country.
(D) A corporate foundation.

244. The work of Dr. Ram Manohar Lohia as a social thinker and politician was characterized by his strong advocacy for:
(A) A two-party system dominated by Congress.
(B) The principles of socialism and a staunch anti-Congress political stance.
(C) A free-market capitalist economy.
(D) The continuation of colonial administrative structures.

245. Considering the demographic diversity of India, a single national media campaign is most likely to fail if it does not:
(A) Get endorsed by a famous celebrity.
(B) Use high-end graphics and animation.

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(C) Incorporate regional and linguistic adaptations.
(D) Get broadcast on every single channel.

246. Identify the chronological order of the following leaders' main activities:
1. Bal Gangadhar Tilak's call for Swaraj.
2. Mahatma Gandhi's Dandi March.
3. Raja Rammohan Roy's campaign against Sati.
4. Dr. B. R. Ambedkar's role in the Constituent Assembly.

(A) 3, 1, 2, 4
(B) 1, 3, 4, 2
(C) 4, 2, 1, 3
(D) 2, 4, 3, 1

247. Given below are two statements.
Statement I: The concept of Corporate Social Responsibility (CSR) is universally accepted as a purely altruistic endeavor.
Statement II: CSR initiatives can be strategic moves by corporations to enhance their brand image and gain social license to operate.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is false, but Statement II is true.
(D) Statement I is true, but Statement II is false.

248. The 'deconstruction of the dominant paradigm' of development represents a shift in thinking from 'what can we do for them?' to:
(A) 'How can they follow our model exactly?'
(B) 'Why is their progress so slow?'
(C) 'How can we increase aid without any conditions?'
(D) 'How can we facilitate their participation in their own development?'

249. Which of the following is a key characteristic of the public sphere?
(A) It is accessible to all citizens.
(B) It is controlled by a single corporate entity.
(C) It excludes all political discussion.
(D) It is a forum for private, personal conversations.

250. Which of the following statements most accurately captures the essence of development communication?
(A) It is the strategic use of communication to achieve planned social change and improve quality of life.
(B) It is the process of reporting on successful development projects.
(C) It is the development of new communication technologies like 5G.
(D) It is the use of media for purely commercial advertising in developing countries.

Direction : Please read the following source carefully.

Development communication is fundamentally defined as the purposive and systematic use of communication processes, media, and journalism to bring about positive social and economic change. It transcends mere information dissemination, acting as a catalyst for social progress, particularly in developing nations. The role of media and journalism within this framework is dualistic: they serve both as a watchdog, ensuring accountability and transparency in development projects, and as a partner in progress, disseminating vital information on health, agriculture, education, and governance. In a country with the demographic and sociological complexity of India, this role becomes even more critical. The vast diversity in language, culture, literacy levels, and socio-economic status necessitates a nuanced approach. The sociological impact of communication is profound, as it can either bridge or widen existing social divides. Therefore, a core characteristic of effective development communication is its ability to tailor messages and select channels appropriate for specific audiences, whether they are rural farmers, urban youth, or marginalized women's groups. This audience-centric approach is crucial for ensuring that communication interventions are not only received but also understood, accepted, and acted upon, thereby translating information into tangible developmental outcomes.

Based on the above source, attempt the following five questions.

251. According to the paragraph, what is the fundamental purpose of development communication?
(A) To solely report on government development projects.
(B) To use communication systematically for social and economic change.

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(C) To focus primarily on the economic growth of a nation.
(D) To promote the interests of media organizations in society.

252. The paragraph describes the role of media and journalism in development communication as "dualistic". What does this imply?
(A) They act as both a critical overseer and a collaborative agent of change.
(B) They only support government initiatives and corporate projects.
(C) They function exclusively as a tool for political propaganda.
(D) They are limited to broadcasting entertainment and news.

253. Why is a nuanced, audience-centric approach to development communication considered critical in the Indian context?
(A) Because India has a uniform and homogenous population.
(B) Because media channels are controlled by a single entity.
(C) Due to the country's significant demographic and sociological diversity.
(D) As a result of the limited availability of technology.

254. Based on the passage, what is the potential sociological impact of communication in a diverse society?
(A) It only has a positive and unifying effect.
(B) It has no significant impact on social structures.
(C) Its impact is purely economic and devoid of social consequence.
(D) It can either mitigate or exacerbate existing social inequalities.

255. What is the ultimate goal of tailoring messages for specific audiences in development communication?
(A) To increase the viewership and profitability of media channels.
(B) To ensure communication is simply received by the maximum number of people.
(C) To transform information into concrete developmental actions and outcomes.
(D) To generate academic data on audience reception.

Direction : Please read the following source carefully.

The discourse surrounding development and social change has undergone a significant transformation, particularly with the rise of post-colonial conceptions. The initial, dominant paradigm, heavily influenced by Western modernization theories, viewed development as a linear, unilinear path where developing nations were expected to emulate the economic and political systems of the West. This approach was often characterized by a top-down, technocratic model that largely ignored local cultures, indigenous knowledge, and participatory processes. Post-colonial critiques challenge this very foundation, arguing that such a perspective is ethnocentric and perpetuates a form of neo-colonial dependency. Instead of a one-size-fits-all solution, post-colonial conceptions advocate for a multiplicity of development pathways that are context-specific and culturally sensitive. They emphasize the importance of deconstructing the power dynamics inherent in the development process and giving voice to marginalized communities. Social change, from this viewpoint, is not something to be engineered from the outside but rather an organic process that should be driven by the aspirations and active participation of the people themselves. This shift marks a move from 'development for the people' to 'development by the people', prioritizing empowerment, agency, and self-determination over externally imposed goals and metrics.

Based on the above source, attempt the following five questions.

256. What is the primary criticism levelled by post-colonial conceptions against the initial dominant paradigm of development?
(A) It was too focused on agricultural development.
(B) It was ethnocentric and promoted a form of neo-colonialism.
(C) It relied excessively on local and indigenous knowledge.
(D) It was a bottom-up and overly participatory model.

257. How did the dominant paradigm, influenced by Western modernization theories, perceive the path of development?

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(A) As a diverse and multi-directional process.
(B) As a circular journey with no specific goal.
(C) As a process determined entirely by local culture.
(D) As a linear and unilinear trajectory mimicking the West.

258. What do post-colonial conceptions of development advocate for?
(A) Context-specific and culturally sensitive development pathways.
(B) A universal, one-size-fits-all development model for all nations.
(C) The complete rejection of any form of economic development.
(D) A development process managed exclusively by Western experts.

259. According to the paragraph, what is the conceptual shift regarding social change proposed by post-colonial thought?
(A) From an internally driven process to one engineered by external experts.
(B) From a focus on cultural identity to a focus on economic metrics.
(C) From 'development for the people' to 'development by the people'.
(D) From a process driven by the people to one dictated by the state.

260. Which of the following is NOT emphasized by post-colonial conceptions of development as described in the passage?
(A) Adherence to a top-down, technocratic model.
(B) Giving voice to marginalized communities.
(C) The importance of participatory processes.
(D) The deconstruction of power dynamics.

Direction : Please read the following source carefully.

The deconstruction of the dominant paradigm of communication and development involves a systematic critique of its core assumptions and models, which held sway for several decades post-World War II. This dominant paradigm, often associated with theories like the 'Diffusion of Innovations', conceptualized development as a process of transferring technology, modern values, and information from developed to developing nations. Communication in this model was seen as a one-way, top-down flow, from expert sources to a passive, undifferentiated mass audience. The critique of this paradigm highlights its fundamental flaws: it was seen as ethnocentric, assuming the superiority of Western models; it was overly deterministic, undervaluing socio-cultural and structural barriers to change; and it was non-participatory, treating people as mere objects of change rather than active subjects. The responses to this critique led to the emergence of alternative approaches. These new perspectives championed 'participatory communication', 'dialogue', and 'empowerment'. Instead of a linear transmission of messages, the focus shifted to a two-way, horizontal communication process where communities could define their own problems, articulate their own needs, and participate in creating their own solutions. This response effectively dismantled the 'magic bullet' theory of communication in development, acknowledging that sustainable change is rooted in local context, cultural relevance, and community agency.

Based on the above source, attempt the following five questions.

261. The dominant paradigm of development communication, as described in the paragraph, is primarily associated with which type of communication flow?
(A) A horizontal, two-way, and dialogic process.
(B) A circular model with continuous feedback.
(C) A multi-step flow mediated by community leaders.
(D) A one-way, top-down flow from expert to audience.

262. Which of the following is identified in the passage as a major flaw of the dominant paradigm?
(A) It overemphasized participation and community dialogue.
(B) It was non-participatory and treated people as objects of change.
(C) It was too focused on indigenous knowledge systems.
(D) It was overly sensitive to cultural and local contexts.

263. The critique of the dominant paradigm led to the emergence of alternative approaches that championed which concept?

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(A) The transfer of modern values from the West.
(B) A focus on an undifferentiated mass audience.
(C) Participatory communication and empowerment.
(D) The superiority of expert-led solutions.

264. How did the alternative perspectives, which emerged in response to the dominant paradigm, view the role of communities?
(A) As passive recipients of information and technology.
(B) As barriers to the implementation of modern development projects.
(C) As a homogenous group with uniform needs and aspirations.
(D) As active subjects who define their own problems and solutions.

265. The deconstruction of the dominant paradigm can be seen as a rejection of what idea in development communication?
(A) The 'magic bullet' theory of communication's effect on development.
(B) The idea that cultural context is important for change.
(C) The notion that sustainable change is rooted in community agency.
(D) The principle that communication should be a two-way process.

Direction : Please read the following source carefully.

The landscape of development has witnessed a significant shift with the growing influence of non-state actors, particularly through the corporatisation of development. This trend is most visibly manifested in the concept of Corporate Social Responsibility (CSR), where corporations integrate social and environmental concerns into their business operations and interactions with their stakeholders. While sometimes critiqued as a public relations exercise, CSR initiatives often fund and execute large-scale development projects in areas like education, health, and sanitation. Alongside corporations, non-governmental organizations (NGOs) have become pivotal non-state actors in development. These organizations often possess deep-rooted community connections and expertise in specific developmental sectors, allowing them to design and implement highly targeted mass campaigns. The collaboration between international agencies, the Government of India, corporates, and NGOs has created a complex, multi-actor environment for development communication. For instance, a government-led health campaign might be funded by a corporate under its CSR mandate, implemented on the ground by a network of NGOs, and technically supported by an international agency. This corporatisation and the rise of non-state actors have diversified the funding and execution of development work, moving beyond a purely state-centric model and introducing new paradigms of partnership and accountability in achieving social change.

Based on the above source, attempt the following five questions.

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266. What is the primary manifestation of the "corporatisation of development" as discussed in the paragraph?
(A) The nationalization of all private industries.
(B) The concept and practice of Corporate Social Responsibility (CSR).
(C) The exclusive control of development by government agencies.
(D) The decline of non-governmental organizations (NGOs).

267. According to the paragraph, what key advantage do NGOs often bring to development initiatives?
(A) Access to unlimited government funding.
(B) Deep community connections and sector-specific expertise.
(C) Authority to create national policies.
(D) The ability to enforce laws and regulations.

268. The passage describes the contemporary environment for development communication as a "multi-actor environment." What does this imply?
(A) Development initiatives involve collaboration between government, corporates, and NGOs.
(B) Development is now solely the responsibility of the state.
(C) Only international agencies are involved in development work.
(D) Corporations have completely taken over the role of the government.

269. Based on the source, how has the rise of non-state actors affected the model of development work?
(A) It has reinforced a purely state-centric model.
(B) It has eliminated the need for government involvement entirely.
(C) It has moved development beyond a state-centric model to one of partnership.
(D) It has made development work less accountable and transparent.

270. Which of the following is an example of the multi-actor collaboration described in the paragraph?
(A) An NGO working in complete isolation from other bodies.
(B) A government implementing a program using only its own resources and staff.
(C) A corporation focusing solely on its profit-making activities.
(D) A corporate-funded, NGO-implemented, and government-supported campaign.

Direction : Please read the following source carefully.

The paradigms and discourse of development communication have evolved significantly, reflecting a broader shift in thinking about development itself. The early paradigm was predominantly instrumental and monologic, viewing communication as a tool for persuasion and instruction. This top-down approach was characterized by a discourse of 'modernization' and 'knowledge transfer', where external experts were positioned as the sole possessors of valid knowledge, and communities were seen as 'laggards' needing to be educated. The communication flow was linear, from a sender to a receiver, with little provision for feedback or dialogue. However, substantial critiques of this model's failures led to the emergence of a new paradigm rooted in participatory principles. This alternative paradigm is dialogic and emancipatory, framing communication as a process of social interaction and mutual understanding. The discourse shifts from 'instruction' to 'empowerment', 'dialogue', and 'participation'. Here, communication is not about telling people what to do, but about creating spaces for them to analyze their own reality, identify their own priorities, and collectively act for change. This approach values indigenous knowledge, fosters community ownership, and sees the communication practitioner not as an expert director, but as a facilitator of change. The paradigm shift is thus from a focus on transmitting information to a focus on transforming social relationships and empowering communities.

Based on the above source, attempt the following five questions.

271. How does the paragraph describe the early paradigm of development communication?
(A) As participatory and dialogic.
(B) As emancipatory and community-led.
(C) As instrumental and monologic.
(D) As rooted in indigenous knowledge.

272. The discourse of the early, top-down paradigm of development communication was characterized by which of the following concepts?
(A) Empowerment and participation.
(B) Modernization and knowledge transfer.
(C) Dialogue and mutual understanding.
(D) Community ownership and facilitation.

273. What is the central feature of the new, participatory paradigm of development communication?
(A) It positions external experts as the sole source of knowledge.
(B) It relies on a linear, one-way flow of information.
(C) It treats communities as 'laggards' who need to be modernized.
(D) It views communication as a process of social interaction and dialogue.

274. In the participatory paradigm, what is the changed role of the communication practitioner?
(A) A facilitator who helps communities act for change.
(B) An expert director who instructs the community.
(C) A sender of information in a linear model.
(D) A representative of external commercial interests.

275. The overall paradigm shift in development communication is described as a move from what to what?

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(A) From transforming social relationships to transmitting information.
(B) From a bottom-up approach to a top-down approach.
(C) From a focus on transmitting information to a focus on empowering communities.
(D) From valuing indigenous knowledge to valuing only expert knowledge.

Direction : Please read the following source carefully.

The contemporary global communication system has facilitated the emergence of global civil societies, which are transnational networks of citizens, organizations, and movements that operate outside the formal structures of the nation-state. These entities often coalesce around shared values and issues such as human rights, environmental protection, and social justice. The existence of these global networks challenges the traditional sovereignty of the nation-state, as they can mobilize international public opinion and exert pressure on national governments to alter their policies. This dynamic significantly influences the formation of national communication policies. For instance, a government's decision on media censorship or internet freedom may be heavily scrutinized by global human rights organizations, influencing the final policy outcome. This transnational activity contributes to the creation of a 'global public sphere'—a conceptual space where public discourse transcends national borders, facilitated by global media and digital networks. In this sphere, issues are debated, and collective opinions are formed on a global scale. While the nation-state remains a powerful actor, it must now navigate a complex environment where its actions are subject to the influence and critique of a universal audience and its own national communication policies are increasingly intertwined with global standards and transnational public discourse.

Based on the above source, attempt the following five questions.

276. What are "global civil societies" as defined in the paragraph?
(A) Transnational networks of citizens and movements operating outside state structures.
(B) Formal inter-governmental organizations like the United Nations.
(C) A collection of national governments with shared economic interests.
(D) Corporations that operate in multiple countries.

277. How do global civil societies challenge the sovereignty of the nation-state?
(A) By directly legislating laws within foreign countries.
(B) By establishing their own formal state structures.
(C) By ceasing all communication with national governments.
(D) By mobilizing international opinion to pressure national governments.

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278. The paragraph suggests that national communication policies are influenced by global civil societies. Which example is used to illustrate this?
(A) A government's policy on agricultural subsidies.
(B) A government's decision on media censorship or internet freedom.
(C) A national decision on infrastructure development.
(D) A nation's internal tax code and fiscal policy.

279. What is the "global public sphere" described in the passage?
(A) A physical meeting place for world leaders.
(B) A legal framework governing all international media.
(C) A conceptual space for public discourse that transcends national borders.
(D) The combined market value of all global media companies.

280. According to the source, what is the relationship between the nation-state and the global communication system?
(A) The nation-state operates in complete isolation from global influences.
(B) The nation-state has become obsolete due to global civil societies.
(C) The global communication system is entirely controlled by individual nation-states.
(D) The nation-state must navigate an environment where its policies are globally

scrutinized.

Direction : Please read the following source carefully.

The foundations of modern social reform in India were laid by leading influencers who adeptly used communication as a tool for societal transformation. Raja Rammohan Roy stands as a paramount figure in this context. He pioneered the use of journalism and public discourse to challenge deeply entrenched orthodox practices. By establishing journals like the 'Sambad Kaumudi' in Bengali and the 'Mirat-ul-Akhbar' in Persian, he created platforms for reasoned debate on social evils such as Sati, polygamy, and the caste system. His communication strategy was not merely oppositional; it was persuasive, using logical arguments and scriptural interpretations to advocate for women's rights, modern education, and monotheism. Similarly, Pandit Madanmohan Malviya, although from a later period, also harnessed the power of communication for nationalistic and social objectives. He founded influential English and Hindi newspapers, such as 'The Leader' and 'Abhyudaya', to articulate a vision of a modern India rooted in its cultural and educational heritage. His most enduring legacy, the Banaras Hindu University, was itself a monumental communication project, envisioned as a center for disseminating knowledge that would blend scientific learning with Indian values. Both reformers demonstrated that communication, when strategically employed through print media and institution-building, could effectively challenge regressive norms and construct a new social consciousness.

Based on the above source, attempt the following five questions.

281. What was the primary communication strategy employed by Raja Rammohan Roy for social reform?
(A) Establishing journals and platforms for public debate.
(B) Organizing mass protests and civil disobedience.
(C) Relying solely on word-of-mouth communication.
(D) Seeking intervention from foreign governments.

282. According to the paragraph, which social evils did Raja Rammohan Roy's journals like 'Sambad Kaumudi' address?
(A) Economic inflation and unemployment.
(B) Sati, polygamy, and the caste system.
(C) Foreign trade policies and taxation.
(D) Agricultural techniques and crop rotation.

283. What was a key characteristic of Raja Rammohan Roy's persuasive communication style?
(A) The use of emotional appeals without logical basis.
(B) The employment of logical arguments and scriptural interpretations.
(C) The sole reliance on threats and coercion.
(D) The complete rejection of Indian scriptures and traditions.

284. How did Pandit Madanmohan Malviya use communication for his objectives?
(A) By establishing newspapers and an educational institution.
(B) By focusing exclusively on religious sermons.
(C) By writing fictional novels about an ideal society.
(D) By leading armed rebellions against the authorities.

285. The paragraph suggests a commonality between Raja Rammohan Roy and Pandit Madanmohan Malviya. What is it?
(A) They both worked in the exact same time period.
(B) They both exclusively wrote in the English language.
(C) They both effectively used print media and institution-building for social change.
(D) They both advocated for the complete westernization of Indian society.

Direction : Please read the following source carefully.

Among the leading influencers of social and political change in India, Bal Gangadhar Tilak and Mahatma Gandhi represent distinct but powerful communication approaches. Tilak, an early nationalist leader, employed a fiery and assertive style of communication to awaken political consciousness and mobilize the masses against British rule. Through his newspapers,

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'Kesari' in Marathi and 'The Mahratta' in English, he used bold language and traditional religious symbolism, such as the Ganapati festival, to foster a sense of national pride and collective identity. His communication was aimed at galvanizing a strong, unified opposition, and he did not shy away from confrontational rhetoric. In contrast, Mahatma Gandhi's communication strategy was rooted in the principles of Satya (truth) and Ahimsa (non-violence). His journalism, particularly in publications like 'Young India' and 'Harijan', was characterized by a simple, direct, and moralistic tone. Gandhi's genius lay in transforming complex political ideas into simple, actionable programs like the Salt March or the promotion of Khadi. He communicated not just through words, but through his own actions and lifestyle, creating a powerful symbolic language that resonated with millions. While Tilak's communication sought to build a resistant political force, Gandhi's aimed at moral and social regeneration of the individual and the nation, making his approach a holistic tool for mass mobilization and social reform.

Based on the above source, attempt the following five questions.

286. What was a key feature of Bal Gangadhar Tilak's communication style as described in the paragraph?
(A) A simple, direct, and moralistic tone.
(B) A focus on non-violence and individual regeneration.
(C) A reliance on private letters and closed-door meetings.
(D) A fiery, assertive style using traditional religious symbolism.

287. Through which newspapers did Tilak primarily communicate his nationalist ideas?
(A) 'Sambad Kaumudi' and 'Mirat-ul-Akhbar'.
(B) 'Young India' and 'Harijan'.
(C) 'Kesari' and 'The Mahratta'.
(D) 'The Leader' and 'Abhyudaya'.

288. How did Mahatma Gandhi's communication strategy fundamentally differ from Tilak's?
(A) It was based on confrontational rhetoric and political opposition.
(B) It was rooted in the principles of truth and non-violence.
(C) It was aimed exclusively at the English-speaking elite.
(D) It avoided the use of newspapers and mass media.

289. The paragraph highlights that Gandhi's communication was effective because it was conveyed through what?
(A) Only through complex political treatises.
(B) Through secret codes and underground networks.
(C) Through the exclusive use of the English language.
(D) Through both his writings and his personal actions and lifestyle.

290. What was the ultimate aim of Gandhi's communication, as contrasted with Tilak's?
(A) To achieve moral and social regeneration of the nation.
(B) Solely to create a strong political opposition force.
(C) To promote the adoption of Western cultural values.
(D) To encourage armed struggle against the British.

Direction : Please read the following source carefully.

The discourse on social justice and empowerment in India was profoundly shaped by the communication efforts of Mahatma Jyotiba Phule and Dr. B. R. Ambedkar. Phule, a 19th-century social reformer, directed his communication towards challenging the hegemony of the caste system and advocating for the rights of the so-called lower castes and women. He recognized that the denial of education was a primary tool of oppression. Therefore, his communication was not just verbal but also institutional; he and his wife, Savitribai Phule, established schools for girls and children from marginalized communities, a radical act of communication in itself. Through his writings, such as 'Gulamgiri' (Slavery), he employed a powerful and critical narrative to deconstruct Brahmanical dominance and awaken a consciousness of rights among the oppressed. Following this legacy, Dr. B. R. Ambedkar utilized a multifaceted communication strategy for social and political empowerment. As a trained scholar, his writings and speeches were intellectually

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rigorous, providing a powerful critique of the caste system's scriptural and social foundations. As a journalist, he founded newspapers like 'Mooknayak' (Leader of the Voiceless) to give a platform to the concerns of the depressed classes. As a political leader and the architect of the Indian Constitution, he used the formal language of law and rights to institutionalize social justice and equality, ensuring that communication for empowerment was enshrined in the very fabric of the nation.

Based on the above source, attempt the following five questions.

291. What did Mahatma Jyotiba Phule identify as a primary tool of oppression that his communication efforts sought to counteract?
(A) The introduction of Western technology.
(B) The promotion of industrialization.
(C) The denial of education to marginalized groups.
(D) The influence of foreign media.

292. Besides his writings like 'Gulamgiri', what "radical act of communication" did Phule undertake?
(A) Establishing schools for girls and marginalized children.
(B) Leading large-scale political rallies.
(C) Negotiating with British authorities for political concessions.
(D) Translating Western scientific texts into Marathi.

293. What was the purpose of Dr. B. R. Ambedkar's newspaper, 'Mooknayak'?
(A) To publish scholarly articles on international law.
(B) To promote the business interests of the elite.
(C) To serve as a mouthpiece for the ruling government.
(D) To provide a communication platform for the concerns of the depressed classes.

294. How did Dr. B. R. Ambedkar's role as the architect of the Constitution contribute to his communication for social justice?
(A) By writing fictional stories about an equal society.
(B) By using the formal language of law to institutionalize equality and rights.
(C) By focusing exclusively on economic policy and ignoring social issues.
(D) By advocating for the continuation of traditional social hierarchies.

295. What common goal underlies the communication efforts of both Mahatma Jyotiba Phule and Dr. B. R. Ambedkar as described in the passage?
(A) The preservation of the existing social order.
(B) The promotion of a single, unified religion.
(C) The challenging of caste hegemony and empowerment of the oppressed.
(D) The pursuit of economic liberalization for the upper classes.

Direction : Please read the following source carefully.

In post-independence India, the philosophies of Acharya Vinoba Bhave and Deendayal Upadhyay provided unique perspectives on development communication. Vinoba Bhave, a spiritual successor to Mahatma Gandhi, translated Gandhian principles into a practical communication movement for social change through his Bhoodan (land-gift) movement. His method was profoundly personal and communicative; he undertook extensive 'padyatras' (foot marches) across the country, engaging in direct dialogue with landowners and landless peasants. This was communication as a moral appeal and a spiritual quest, aiming to foster a change of heart ('hriday parivartan') rather than relying on state coercion. His communication was not about disseminating information but about creating a climate of compassion and voluntary sacrifice for equitable land distribution. In contrast, Deendayal Upadhyay articulated a distinct philosophy of 'Integral Humanism' ('Ekatma Manavavada'), which offered a holistic vision for India's development path, distinct from both Western capitalism and communism. His communication, primarily through his writings and speeches, sought to build a national consciousness rooted in indigenous cultural values. He argued that development policies must consider the complete human being—body, mind, intellect, and soul—and be decentralized to empower the common person. His discourse was a form of development communication that aimed to create a self-reliant and culturally authentic

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model of progress, emphasizing 'Antyodaya', the rise of the last person in the society.

Based on the above source, attempt the following five questions.

296. What was the central communication method used by Acharya Vinoba Bhave for his Bhoodan movement?
(A) Using mass media advertising campaigns.
(B) Lobbying political leaders in the capital.
(C) Publishing academic papers in international journals.
(D) Undertaking 'padyatras' for direct dialogue with people.

297. The goal of Vinoba Bhave's communication was to achieve 'hriday parivartan'. What does this concept mean?
(A) A voluntary change of heart and mind.
(B) A change enforced by government law.
(C) A transfer of information through technology.
(D) A shift in economic market trends.

298. What was the name of the development philosophy articulated by Deendayal Upadhyay?
(A) Bhoodan Movement.
(B) Integral Humanism.
(C) Non-violent Resistance.
(D) Diffusion of Innovations.

299. According to the paragraph, what did Deendayal Upadhyay's philosophy of 'Integral Humanism' critique?
(A) The focus on indigenous cultural values.
(B) The Western models of capitalism and communism.
(C) The concept of a decentralized political structure.
(D) The idea of empowering the common person.

300. The concept of 'Antyodaya', emphasized in Upadhyay's discourse, refers to what?
(A) The upliftment and rise of the last person in society.
(B) The progress of the urban elite.
(C) The development of large-scale industries.
(D) The preservation of spiritual texts.

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ANSWERS

1. (B) The strategic and planned use of communication to promote social and economic development.
Development communication involves a systematic approach to utilizing various media channels and interpersonal techniques to facilitate social progress. This field focuses on empowering communities by providing relevant information that fosters informed decision-making and active participation in growth initiatives. It moves beyond simple information dissemination, aiming to address complex social issues and promote sustainable improvements in the overall quality of life for diverse and marginalized populations.

2. (A) To serve as a tool for social analysis, mobilization, and change.
In the context of development, media and journalism function as essential instruments for investigating social conditions and catalyzing transformation. By providing a platform for public discourse, they enable citizens to understand prevailing societal challenges and organize collective efforts for improvement. This active role facilitates the dissemination of transformative ideas, promotes accountability among institutions, and empowers various groups to advocate for their rights and community welfare.

3. (C) Statement I is true, but Statement II is false.
Communication significantly impacts social structures by shaping norms and relationships through media influence. Conversely, the demographic characteristics of a society, such as age, literacy, and gender, play a vital role in how messages are decoded and accepted. Ignoring these factors leads to ineffective communication strategies, as audience backgrounds directly determine the relevance and reception of information. Therefore, understanding social composition is essential for effective messaging.

4. (D) Ability to design communication strategies for specific audiences and local languages.
For a development project to succeed in a multilingual rural area, specialists must tailor their approach to the cultural and linguistic context of the residents. General technical skills or high-level diplomacy are less effective than the ability to bridge communication gaps using local dialects and relatable imagery. Designing strategies that resonate with specific audience segments ensures that the intended messages are understood, accepted, and implemented.

5. (B) P-2, Q-3, R-1, S-4
Raja Rammohan Roy is recognized for his historic campaign against the practice of Sati and efforts toward modern education. Mahatma Jyotiba Phule was a pioneer in promoting education for women and lower castes. Dr. B. R. Ambedkar focused extensively on the annihilation of caste and securing rights for the Depressed Classes. Bal Gangadhar Tilak utilized journalism to promote nationalistic fervor and the concept of Swaraj.

6. (B) Deconstruction of the dominant paradigm.
Deconstruction of the dominant paradigm involves a rigorous critical analysis of modernization theories that historically prioritized Western economic models. This process examines the underlying assumptions of top-down communication and technology transfer from industrialized nations to developing ones. By dismantling these Eurocentric frameworks, communication scholars and practitioners can explore alternative, participatory approaches that value local knowledge, cultural diversity, and the unique socio-political realities of post-colonial societies.

7. (D) Focus on large-scale, top-down, technology-driven projects.
The dominant paradigm of development was characterized by centralized, expert-led projects and an emphasis on industrialization. Critiques of this model instead prioritize participatory, culture-centric approaches and grassroots communication. These responses emphasize the importance of local knowledge and challenge the linear, economic growth-focused path to progress.

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Therefore, maintaining a focus on large-scale, top-down, and technology-driven initiatives is an extension of the original paradigm rather than a critique.

8. (A) Both A and R are true and R is the correct explanation of A.
Post-colonial conceptions of development reject the idea that progress is a neutral, universal journey toward Western-style modernity. These theories argue that development discourse is often shaped by historical power imbalances rooted in the colonial era. Consequently, current practices frequently reflect the interests and values of former colonial powers. Highlighting these legacies helps in understanding how current development structures may unintentionally perpetuate forms of dependency.

9. (C) The increasing influence and involvement of private companies in development activities.
Corporatisation of development describes a trend where for-profit entities take on roles traditionally held by governments or non-profit organizations. This shift occurs through public-private partnerships and the expansion of corporate social responsibility initiatives. While this brings new resources and efficiency, it also introduces market logic into social welfare projects. This can lead to development agendas being influenced by corporate interests and brand image.

10. (A) A public awareness campaign on child rights and protection.
Non-state actors, such as non-governmental organizations, frequently launch mass campaigns to advocate for social justice and human rights. A campaign focused on child rights and protection is a classic example of an initiative designed to mobilize public opinion and influence policy through grassroots awareness. Unlike government tax policies or commercial advertisements, these campaigns prioritize social welfare and the protection of vulnerable populations through community engagement.

11. (D) Corporate initiatives to assess and take responsibility for social welfare effects.
Corporate Social Responsibility involves a company's commitment to manage the social, environmental, and economic effects of its operations responsibly. Rather than being a simple tax or a focus only on the environment, it represents a broader integration of social welfare goals into the business model. This practice encourages corporations to contribute positively to the communities where they operate, often through education, healthcare, and sustainable practices.

12. (B) The rise of transnational networks of citizens and NGOs.
Global civil society refers to the emergence of organized citizen groups and non-governmental organizations that operate across national borders. These networks utilize digital communication to coordinate efforts on global issues such as environmental protection, human rights, and social justice. This phenomenon signifies a shift in power where non-state actors can influence international discourse and policy, often challenging the traditional, exclusive authority of individual nation-states.

13. (A) I and II only
The dominant paradigm historically prioritized economic growth and the transfer of technology from Western nations. Over time, development discourse evolved to emphasize the importance of community participation, empowerment, and the preservation of cultural identity. While corporate social responsibility is a significant trend, it is led by private entities rather than governments. Furthermore, deconstructing the dominant paradigm involves critically analyzing Western models rather than accepting them without question.

14. (D) An arena in social life where individuals come together to freely discuss problems.
The concept of the public sphere describes a metaphorical space in social life where private individuals congregate to engage in rational-critical debate. This arena allows for the formation of public opinion through open discussion regarding societal issues and government actions. It serves as a vital component of democratic societies, ensuring that diverse voices can contribute to the discourse and influence the political decision-making process.

15. (A) Bal Gangadhar Tilak
Bal Gangadhar Tilak was a prominent leader in the Indian independence movement who recognized

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the power of the press in social mobilization. He founded and edited the newspapers 'Kesari' in Marathi and 'Mahratta' in English. Through these publications, he disseminated nationalistic ideas, criticized colonial policies, and advocated for 'Swaraj' or self-rule. His journalistic work was instrumental in transforming the independence struggle into a mass movement across India.

16. (B) Proliferation of global communication can challenge information control by the nation-state.
The expansion of global communication systems, including the internet and satellite media, has made it difficult for individual governments to maintain absolute control over the information accessible to their citizens. Transnational media and digital platforms allow news and ideas to bypass state censorship, empowering the public to access diverse perspectives. This shift can weaken the information monopoly of the nation-state and facilitate the rise of global public opinion.

17. (B) Dr. Ram Manohar Lohia - Abolition of Sati
Dr. Ram Manohar Lohia was a prominent socialist leader known for advocating social equality and the policy of non-congressism. The campaign for the abolition of Sati was actually led by Raja Rammohan Roy during the 19th-century Indian Renaissance. The other pairs correctly link Madanmohan Malviya to BHU, Vinoba Bhave to the Bhoodan Movement, and Jyotiba Phule to the Satyashodhak Samaj, highlighting their respective contributions to Indian social reform.

18. (C) A is true but R is false.
National communication policies are essential frameworks developed by countries to regulate media growth and align communication strategies with national development goals. However, the rise of global communication systems has not made these policies irrelevant; instead, it has made them more complex. Governments must now create policies that navigate the challenges of international data flows and global media platforms while still protecting national interests and cultural identity.

19. (C) Addressing issues of dependency, identity, and cultural imperialism.
Post-colonial conceptions of development focus on the long-term impacts of colonial rule on newly independent nations. These frameworks examine how economic dependency on former colonizers and the imposition of foreign cultural values continue to shape societal structures. By addressing issues of identity and cultural imperialism, these theories seek to promote a more self-reliant and authentic form of progress that respects local history and indigenous knowledge.

20. (D) Deendayal Upadhyay
Deendayal Upadhyay formulated the philosophy of Integral Humanism as a guiding principle for India's socio-economic development. This ideology advocates for a holistic approach that considers the physical, mental, and spiritual needs of the individual in harmony with society and nature. It presents an indigenous alternative to Western concepts of capitalism and socialism, emphasizing a decentralized economy and the welfare of the last person in the social hierarchy.

21. (C) Development projects must be sensitive to local cultures and needs.
A critique of the dominant paradigm of development emphasizes that a one-size-fits-all approach based on Western models is often ineffective. Critics argue that real progress requires a deep understanding of the local cultural context and the active participation of the affected communities. Prioritizing local needs over abstract economic indicators like GDP ensures that development is sustainable and genuinely improves the quality of life for the intended beneficiaries.

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22. (B) 3, 1, 4, 2
The campaign against Sati was initiated in the early 19th century by Raja Rammohan Roy. Following this, Mahatma Jyotiba Phule established the Satyashodhak Samaj in 1873. The Poona Pact regarding the representation of the Depressed Classes was signed much later in 1932. Finally, Acharya Vinoba Bhave launched the Bhoodan Movement in 1951. This timeline reflects the historical progression of various social reform and justice initiatives in India.

23. (D) They are always funded and controlled by national governments.

Non-state actors encompass a wide range of organizations, including non-governmental organizations, foundations, and community groups, that operate independently of the state. While they may receive some government grants, they are not strictly controlled by the national government and often secure funding from private donations or international agencies. Their independence allows them to perform critical roles in advocacy, grassroots implementation, and challenging official policies through social campaigns.

24. (A) The change in social norms and values due to media exposure.
The sociological impact of communication focuses on how media influence various aspects of society, including its structures, behaviors, and beliefs. Research in this area examines how television, social media, and journalism can shift public perceptions of gender roles, family life, and cultural values. By analyzing these transformations, scholars can understand the role media plays in either reinforcing existing social hierarchies or facilitating fundamental changes in societal norms.

25. (B) I, II, III, and V
Raja Rammohan Roy, Dr. B. R. Ambedkar, and Mahatma Gandhi were pivotal figures who used their influence to promote education, social justice, and self-reliance. Similarly, Acharya Vinoba Bhave's Bhoodan movement represents a significant contribution to land reform. While Bal Gangadhar Tilak was a vital leader, his primary focus was on political nationalism and Swaraj through journalism, rather than being limited exclusively to religious reforms.

26. (C) Statement I is true, but Statement II is false.
Corporatisation of development can lead to a shift where projects prioritize the strategic interests and brand image of a company over the actual needs of the community. Contrary to being purely altruistic, Corporate Social Responsibility initiatives are often used strategically to improve a company's reputation and brand value. Therefore, while corporations do contribute to development, their motivations are frequently linked to business benefits rather than being entirely voluntary charity.

27. (D) Effective communication requires understanding and tailoring content to the unique characteristics of different audience segments.
The concept of specific audiences recognizes that a population is not a uniform mass but consists of various groups with diverse needs and backgrounds. Effective development communication requires identifying these segments based on factors like age, gender, literacy, and culture. By customizing messages and selecting appropriate channels for each group, practitioners can ensure that information is relevant and easily understood, thereby increasing the likelihood of successful social change.

28. (B) Ethnocentric and economically deterministic.
The dominant paradigm of the mid-20th century assumed that developing nations should follow the exact industrialization path taken by Western countries. This approach was criticized for being ethnocentric, as it viewed Western values as superior and universal. Additionally, it was economically deterministic, prioritizing increases in GNP while neglecting the social, cultural, and political dimensions of development. Critics argued that this model often created dependency rather than fostering self-sufficient progress.

29. (C) P-3, Q-4, R-1, S-2
The dominant paradigm emphasized economic growth through the transfer of technology and capital. The public sphere represents an arena for rational-critical debate among private individuals. Global civil society involves transnational networks of citizens acting on international issues. Post-colonial conceptions offer a critique of Eurocentrism, highlighting how historical power imbalances and colonial legacies continue to influence the discourse and practice of development in the modern world.

30. (D) A process of critically analyzing and dismantling Western development models.
Deconstruction in development communication refers to the critical examination of established modernization theories that once dominated the field. This process involves questioning the assumptions that Western economic and social models are universally applicable and superior. By dismantling these paradigms, scholars can

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uncover hidden biases and power structures. This intellectual work paves the way for alternative, participatory models that respect local knowledge and promote more equitable forms of progress.

31. (A) A corporation funding a program to provide clean drinking water in villages near its factory.
Corporate Social Responsibility involves a business taking proactive steps to improve social and environmental conditions beyond its immediate profit-making activities. Funding a local clean water project is a clear example, as it directly addresses a community need and demonstrates a commitment to social welfare. Such initiatives help companies build positive relationships with local residents and enhance their corporate reputation while contributing to the overall development goals of the region.

32. (B) Abolition of the caste system and education for women and lower castes.
Mahatma Jyotiba Phule was a pioneering social reformer dedicated to the upliftment of the oppressed sections of Indian society. His work primarily focused on challenging the rigid caste hierarchy and advocating for the education of women and the Shudra and Ati-Shudra communities. By establishing schools and founding the Satyashodhak Samaj, he provided marginalized groups with the tools for social mobilization and the pursuit of human rights and dignity.

33. (C) The struggle for cultural and intellectual independence from former colonizers.
A central theme in post-colonial development is the effort by newly independent nations to move beyond the structures and mindsets imposed during colonial rule. This involves not only economic self-reliance but also the reclaiming of indigenous cultural identities and knowledge systems. Scholars in this field critique the ways Western-centric models continue to dominate global discourse, advocating for intellectual independence and a development path that reflects local history and values.

34. (A) Both A and R are true and R is the correct explanation of A.
The expansion of global communication infrastructure has enabled the instantaneous spread of information across borders. This technological shift facilitates the formation of global civil society networks, where citizens and NGOs collaborate on international causes. These transnational groups can effectively pressure national governments and international organizations to address global challenges. Therefore, the global communication system is a fundamental prerequisite for the emergence of organized, cross-border social and political action.

35. (A) The population's structure and the fabric of society.
The demographic and sociological impact of communication refers to how media influence the fundamental characteristics of a population and the way society is organized. This includes analyzing changes in birth rates, migration patterns, and the shifting roles of different social groups. Furthermore, it examines how media consumption can alter family dynamics, social hierarchies, and the shared values that bind a community together, reflecting the deep interconnectedness of communication and social structure.

36. (B) Diverse demographic, cultural, and linguistic characteristics of the populace.
For an international vaccination campaign to be successful in a diverse nation, it must account for the specific backgrounds of various audience segments. This includes understanding local languages, cultural beliefs regarding healthcare, and the different levels of literacy and media access across the population. Ignoring these factors can lead to misunderstandings or resistance. Tailoring the message to resonate with local contexts ensures better engagement and increases the effectiveness of health interventions.

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37. (A) I and IV only
A national communication policy provides a comprehensive framework to guide the media sector toward achieving development and social goals. Such a policy typically addresses critical issues like media ownership patterns, public access to information, and the quality of broadcast content. These policies are not inherently opposed to the public sphere; in fact, they can support it. Additionally, they must increasingly account

for the influence of the global communication system on national information flows.

38. (C) A social change movement based on voluntary land donation.
The Bhoodan Movement, launched by Acharya Vinoba Bhave, was a unique social initiative that sought to address land inequality through moral persuasion rather than government force or corporate intervention. Bhave traveled across India, asking landowners to voluntarily give a portion of their land to the landless. This movement was deeply rooted in Gandhian principles of non-violence and social justice, aiming to bring about fundamental reform in rural society through voluntary action.

39. (B) Ignore the historical and political context of developing nations.
Critics of dominant development models argue that these frameworks often apply standardized, Western-centric solutions to diverse societies without considering their unique pasts. By neglecting the specific historical legacies of colonialism and the complex internal political dynamics of developing nations, these models frequently fail to address the root causes of underdevelopment. This lack of context can lead to inappropriate interventions that create dependency rather than fostering sustainable, locally driven progress and social change.

40. (A) Pandit Madanmohan Malviya
Pandit Madanmohan Malviya was a distinguished educator, journalist, and political leader who played a significant role in India's struggle for independence. He is best remembered as the founder of the Banaras Hindu University, which was envisioned as a center for modern education combined with traditional values. Malviya also used journalism to advocate for national interests and social reform, contributing significantly to the intellectual and political revival of the country in the early 20th century.

41. (A) Both Statement I and Statement II are true.
Dr. B. R. Ambedkar recognized communication as a powerful instrument for social liberation, using his newspapers to give a voice to the voiceless. He firmly believed that political freedom from British rule would be hollow without fundamental social reform within Indian society. His work focused on empowering the marginalized through information and mobilization, arguing that the annihilation of the caste system was a prerequisite for creating a truly democratic and independent nation.

42. (B) Organizations and individuals not affiliated with the state, such as NGOs.
Non-state actors in development refer to a broad category of entities that operate outside the formal structures of the government. This includes non-governmental organizations, community groups, private foundations, and professional associations. These actors play a crucial role in development by implementing grassroots projects, advocating for the rights of marginalized communities, and providing alternative perspectives on policy. Their independence from the state allows them to act as critical voices in the development process.

43. (B) Raja Rammohan Roy
Raja Rammohan Roy was a central figure of the Indian Renaissance who tirelessly campaigned for social and religious reform. He is most famous for his successful efforts to ban the practice of Sati through advocacy and public discourse. Beyond this, he promoted monotheism and rationalism, encouraging a modern, scientific approach to social issues. By founding journals and educational institutions, he used communication to challenge orthodoxies and lay the foundation for a more progressive society.

44. (D) Prioritization of indigenous knowledge and participatory dialogue.
The dominant paradigm of development was primarily characterized by top-down communication and an emphasis on industrialization and GNP growth. It often prioritized Western expert knowledge and technology transfer over local expertise. Participatory dialogue and the inclusion of indigenous knowledge were actually part of the later critiques and alternative models that emerged in response to the failures of the dominant paradigm. Therefore, these features are not consistent with the original dominant development framework.

45. (A) P-3, Q-2, R-1, S-4

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Social welfare campaigns funded by profits are core to corporate social responsibility. Nationwide drives like polio eradication are typically spearheaded by the central government. NGOs frequently advocate for the rights of specific groups, such as tribal communities. Global civil societies consist of international networks that push for changes in transnational policies. This matching reflects the different roles and responsibilities of various actors involved in communication for development and social advocacy.

46. (B) Fundamental alteration of a society's culture, social structures, and behaviors.
Social change in development communication refers to significant transformations in how a society is organized and how its members interact. This goes beyond temporary political shifts or technological updates to address long-term changes in values, norms, and social institutions. Development communication aims to facilitate this process intentionally, using various media and interpersonal strategies to promote positive shifts that improve human welfare, equality, and the overall quality of life for all citizens.

47. (D) The corporatisation of development.
The scenario where a multinational corporation manages development tasks like vocational training directly through its own programs illustrates the corporatisation of development. This term describes the increasing role of private, for-profit entities in areas once dominated by the state or non-profit sectors. While such programs can provide valuable skills, they also mean that private interests and corporate logic are becoming integrated into the overall strategy and implementation of international development projects.

48. (A) 2, 4, 1, 3
Raja Rammohan Roy was active in the early 19th century, pioneering the Indian Renaissance. Mahatma Jyotiba Phule followed in the mid-to-late 19th century, focusing on caste and gender reform. Mahatma Gandhi became a dominant figure in the early 20th century, leading the mass struggle for independence. Dr. B. R. Ambedkar's most significant contributions, including drafting the Constitution, occurred in the mid-20th century. This sequence correctly maps their primary periods of social influence.

49. (C) The policy of non-congressism and social equality.
Dr. Ram Manohar Lohia was a key figure in Indian socialist thought who strongly advocated for a society based on social justice and equality. He pioneered the concept of 'non-congressism', seeking to build a political alternative to the dominant Congress party. His philosophy emphasized the empowerment of marginalized groups, including lower castes and women, through radical social reform and a decentralized economy. His ideas continue to influence socialist politics and movements in India.

50. (C) I, IV and V
Media plays a powerful role in shaping public opinion and holding government institutions accountable through investigative journalism. Furthermore, the demographic composition of a society, including factors like age and literacy, directly influences how people consume and interpret media content. Contrary to narrow views, the sociological impact of media reaches both urban and rural areas, and development communication must prioritize understanding specific audiences to be effective in facilitating long-term social change and improvement.

51. (D) The ways in which development is discussed, conceptualized, and debated.
The discourse of development communication refers to the collection of ideas, language, and assumptions that define how progress is understood and implemented. It encompasses the various theories, from modernization to participatory models, and the ongoing debates about power, culture, and equality in development. Analyzing this discourse helps uncover whose voices are heard and how certain viewpoints become dominant, influencing the strategies and policies used to bring about social change across different societies.

52. (A) Both A and R are true and R is the correct explanation of A.
The dominant paradigm often created a situation where developing nations became dependent on Western capital and expertise. By prioritizing the transfer of high-end technology and

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industrialized economic models, it sometimes stifled local innovation and ignored traditional knowledge systems. This top-down approach meant that progress was frequently tied to external assistance, making it difficult for countries to achieve self-sufficient growth. Critics argue this reliance hindered the development of appropriate, sustainable, and locally-led solutions for advancement.

53. (C) Mahatma Gandhi
Mahatma Gandhi used various journals, most notably 'Harijan', to communicate his deeply held beliefs on social reform, non-violence, and the struggle for independence. Through these publications, he addressed a wide audience, promoting the upliftment of the marginalized and discussing his vision for a self-reliant India. His writing was a powerful tool for mobilization, allowing him to bypass mainstream colonial media and connect directly with the masses on critical social and political issues.

54. (D) The nation-state is the universal model that global communication must navigate.
In the context of global communication, the concept of 'nation state-universal' suggests that despite the rise of transnational media, the individual nation-state remains the fundamental political unit. Global communication systems must operate within the legal frameworks, cultural norms, and political boundaries established by these states. While global technology is universal, its implementation and regulation are still largely handled at the national level, creating a constant negotiation between global information flows and sovereign state authority.

55. (C) Statement I is true, but Statement II is false.
International organizations like the United Nations frequently implement mass campaigns to address global challenges such as health, education, and climate change. However, the success of these campaigns is not guaranteed and often depends heavily on how well they are adapted to local cultural and social contexts. A standardized global message may encounter resistance or misunderstanding if it ignores regional beliefs and practices. Therefore, cultural sensitivity is a crucial factor in the effectiveness of global initiatives.

56. (B) Diverse, multicultural, and stratified nature.
Indian society is characterized by its immense variety in terms of language, religion, ethnicity, and social hierarchy. This diversity means that different groups have varying information needs and media consumption habits. Stratification based on factors like caste, class, and gender further complicates communication efforts. Recognizing these characteristics is essential for development communication, as a one-size-fits-all approach is likely to fail in such a complex and heterogeneous social environment.

57. (C) Formulating and passing national legislation on media ownership.
NGOs engage in various development communication activities, such as running community radio, using street theatre for awareness, and creating localized informational materials. These grassroots efforts aim to empower communities and facilitate social change through direct engagement. However, the formal process of formulating and passing national legislation is a function of the state and the legislative body. While NGOs can advocate for policy changes, they do not have the legal authority to enact national laws.

58. (D) A potential conflict between profit motives and genuine development needs.
The corporatisation of development introduces the logic of the market into social welfare projects. A key concern is that corporations may prioritize initiatives that enhance their brand image or align with their business goals, potentially neglecting more critical but less marketable community needs. This can lead to a conflict between the drive for profit and the ethical requirement to address fundamental social problems. Ensuring accountability and a genuine focus on social good remains a major challenge.

59. (A) The brand of satellite used for broadcasting a TV signal.
The study of the sociological impact of communication focuses on how media influence social interactions, cultural norms, and societal structures. This includes examining how television affects family life, the role of social media in mobilization, and the portrayal of gender in media. These topics explore the relationship between communication and human behavior.

In contrast, the technical brand of the satellite used for transmission is a matter of engineering and logistics, not sociological analysis.

60. (B) P-3, Q-2, R-1, S-4
Post-colonial conceptions include scholarly critiques of Western modernization theories. Corporatisation is shown when corporate foundations build schools as part of their social responsibility initiatives. Government mass campaigns are exemplified by nationwide programs like 'Beti Bachao, Beti Padhao'. Finally, media for specific audiences is demonstrated by localized agricultural programs designed specifically for rural farmers. This matching highlights how different communication concepts are applied through various practical examples in the development sector.

61. (C) Post-colonial Conception - Critique of Western-centric development models.
Post-colonial conceptions of development are fundamentally based on a critical analysis of the modernization models that emerged from Western perspectives. These theories argue that such models often ignore the historical experiences of colonized nations and may perpetuate new forms of dependency. In contrast, the dominant paradigm was top-down rather than bottom-up, global civil society includes non-state actors, and corporate social responsibility is a private sector initiative rather than a mandatory government tax.

62. (B) Act as a platform for public discourse and debate on matters of general interest.
In a healthy society, media plays a vital role in shaping the public sphere by providing a space where citizens can discuss and debate important social and political issues. By disseminating diverse viewpoints and facilitating dialogue, media enables the formation of informed public opinion. This function is essential for a functioning democracy, as it ensures that various perspectives are considered in the decision-making process and that government actions are subject to public scrutiny.

63. (D) The 'Dependency Theory', which argues peripheral countries are impoverished by core countries.
Dependency Theory emerged as a significant response to the dominant modernization paradigm. It argues that the global economic system is structured in a way that benefits developed nations at the expense of developing ones, creating a cycle of dependency. This perspective challenges the idea that underdevelopment is simply a lack of technology or capital, highlighting the role of historical and structural inequalities. It represents a critical shift toward understanding the political and economic realities of global development.

64. (B) II and IV only
Media can significantly influence social change by raising awareness and shaping public perceptions. Additionally, journalism serves a crucial role in society by acting as a watchdog, holding those in power accountable and informing the citizenry. However, development communication is ideally a participatory, two-way process rather than a one-way dissemination of information. Furthermore, post-colonial conceptions are deeply critical of historical power relations, seeking to uncover how colonial legacies continue to affect modern development and society.

65. (A) Participatory, bottom-up development.
Mahatma Gandhi's vision of 'Gram Swaraj' emphasized the importance of self-reliant, decentralized village communities where decisions are made locally. This concept aligns closely with modern participatory development models, which prioritize grassroots involvement and empower communities to identify and solve their own problems. By focusing on local needs and resources, this approach challenges top-down, expert-driven development and advocates for a more inclusive and sustainable process of social change that begins at the community level.

66. (A) Both A and R are true and R is the correct explanation of A.
Developing a national communication policy in a country like India is challenging due to the need to address the interests of a highly diverse population. Such a policy must provide a framework that protects democratic values like freedom of expression while also considering national security and economic growth. Balancing these competing demands

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requires careful planning to ensure that the communication system serves all segments of society, regardless of their cultural, linguistic, or social backgrounds.

67. (C) Media and specific audiences.
Designing a communication strategy for neo-literate adults in a rural setting is a clear example of tailoring media for a specific audience. This approach recognizes that the intended group has unique needs in terms of language, literacy level, and cultural context. By using appropriate media formats and relatable content, practitioners can ensure that the communication is effective and meaningful. This audience-centric method is essential for successful development projects that aim to achieve social change.

68. (D) All societies must follow a single, linear path to 'modernity'.
The deconstruction of the dominant paradigm involves critically questioning the assumption that all nations should replicate the Western industrialization process. Critics argue that this linear view of progress ignores the diversity of cultures and the specific historical experiences of different societies. By dismantling this idea, development communication scholars can move toward more flexible and inclusive models that respect local paths to improvement and value indigenous knowledge, rather than imposing a single, Western-centric vision of modernity.

69. (A) To maximize profit for shareholders.
Mass campaigns run by non-governmental organizations are typically focused on achieving social or political goals, such as raising awareness about an issue, mobilizing a community for action, or advocating for policy changes. Unlike for-profit corporations, the primary mission of an NGO is centered on social welfare and public interest. Therefore, maximizing financial profit for shareholders is not an objective for these organizations; their success is measured by the social impact and positive change they facilitate.

70. (B) Acharya Vinoba Bhave
Acharya Vinoba Bhave is internationally recognized as the founder of the Bhoodan, or Land-Gift, Movement. Deeply influenced by Gandhian philosophy, he sought to address the issue of landlessness in rural India through a non-violent, voluntary approach. By traveling across the country on foot and persuading landowners to donate a portion of their land to the poor, he initiated a unique and significant social change movement that emphasized moral persuasion and community-led social justice.

71. (C) I, II, IV, and V only
Non-state actors include a diverse range of organizations and groups that operate independently of the government. In this list, a multinational corporation, a community group, international bodies like UNICEF, and national NGOs all fall under this category. While they may interact with the government, their governance and funding are not part of the central state apparatus. Government ministries, on the other hand, are core state actors responsible for official policy and public administration.

72. (D) Development
Development is best defined as a planned and intentional process of social change aimed at improving the quality of life and human welfare for all members of a society. Unlike broader social change, which can be unplanned or even negative, development implies a positive direction and the achievement of specific goals such as poverty reduction, equality, and justice. Communication plays a critical role in this process by facilitating participation, education, and the dissemination of transformative ideas.

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73. (A) Was based on the experiences and values of Western societies.
The critique that the dominant paradigm was 'ethnocentric' means that it viewed the historical path of Western industrial nations as the only valid model for progress. This perspective assumed that Western values, technologies, and social structures were universal and superior to others. Critics argue that this approach ignored the unique cultural contexts and indigenous knowledge of non-Western societies, often leading to development interventions that were inappropriate or even harmful to the local population.

74. (C) Statement I is true, but Statement II is false.
The global communication system has provided the technological infrastructure that makes a global public sphere possible, allowing people

across the world to discuss international issues. However, having the platform does not guarantee that all voices and opinions are represented equally. Disparities in internet access, language dominance, and media ownership mean that certain perspectives often overshadow others. Therefore, while a global space for debate exists, it still suffers from significant inequalities in participation and influence.

75. (A) 2, 3, 1, 4
The discourse of development began with the dominant Modernization Theory in the mid-20th century. This was followed by post-colonial critiques and dependency theories that questioned Western models. Subsequently, there was a shift toward participatory communication, emphasizing community involvement. Finally, the more comprehensive concept of Communication for Social Change emerged, integrating these earlier ideas into a broader framework for facilitating fundamental societal transformations through dialogue and collective action across various social levels.

76. (A) Using communication and advocacy for social reform.
Raja Rammohan Roy was a pioneer in using various forms of communication, including publishing journals and organizing public debates, to advocate for fundamental social changes in India. His campaigns against the practice of Sati and for modern education were based on rational arguments and the mobilization of public opinion. By engaging with both the colonial administration and the Indian public, he demonstrated the power of advocacy in challenging oppressive traditions and promoting a more progressive society.

77. (C) Tailoring communication for a specific audience.
Using traditional folk media like puppetry to deliver health messages in rural areas is a clear example of tailoring communication to a specific audience. This approach recognizes that for a message to be effective, it must be presented in a format and language that the target group finds relatable and culturally appropriate. By utilizing familiar and trusted channels, development communicators can ensure better engagement and understanding, ultimately leading to more successful social change and improvement in community welfare.

78. (D) The manufacturing process of communication hardware.
The discourse of development communication focuses on the conceptual and theoretical aspects of the field, including the language used to describe progress and the underlying assumptions about social change. It also examines the power relations that influence which development models are prioritized. In contrast, the technical manufacturing process of communication hardware like satellites or cables is a matter of industrial engineering and logistics, which falls outside the focus on social, cultural, and political discourse.

79. (D) P-3, Q-4, R-2, S-1
Deendayal Upadhyay is associated with the philosophy of Integral Humanism. Dr. Ram Manohar Lohia proposed the Sapt Kranti, or Seven Revolutions, for social and political change. Mahatma Gandhi's concept of Sarvodaya emphasizes the welfare of all people. Dr. B. R. Ambedkar's seminal work, 'Annihilation of Caste', focused on dismantling the rigid social hierarchy. This matching accurately reflects the unique contributions of these four influential Indian thinkers to social and political thought.

80. (B) It can sometimes be a public relations exercise ('greenwashing') rather than a genuine commitment to social good.
A primary criticism of Corporate Social Responsibility is that companies may use it strategically to enhance their image without making fundamental changes to their business practices. This 'greenwashing' allows corporations to appear socially responsible while their core operations may still have negative social or environmental impacts. This concern highlights the need for greater transparency and accountability to ensure that corporate involvement in development is genuine and leads to meaningful benefits for the intended communities.

81. (D) The rules for foreign direct investment in media.
A national communication policy is a comprehensive framework that addresses how

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media and communication should function within a country to serve national goals. Regulation of foreign direct investment in the media sector is a key component, as it impacts media ownership, national security, and cultural sovereignty. Such policies aim to balance the benefits of international investment with the need to protect the domestic media industry and ensure that communication systems align with national priorities.

82. (A) Both A and R are true and R is the correct explanation of A.
Dr. B. R. Ambedkar's work went beyond simple reform to propose a radical transformation of the Indian social structure. He argued that the caste system was a fundamental barrier to justice and democracy, and its annihilation was necessary for true social liberation. By advocating for the principles of liberty, equality, and fraternity, he challenged the very foundations of social hierarchy. His leadership provided a powerful critique that continues to shape the struggle for human rights and social justice.

83. (A) Only nation-states are significant actors in international affairs.
The rise of global civil society, composed of transnational networks of citizens and non-governmental organizations, challenges the traditional view that only governments can influence international politics. These non-state actors utilize global communication to coordinate actions on worldwide issues like human rights and the environment. By bypassing national boundaries, they create a new arena for global governance and public opinion, demonstrating that organized citizen action can significantly impact the decisions and policies of both nations and international bodies.

84. (A) A form of Westernization disguised as a universal good.
Post-colonial theory argues that many 'development' models are actually based on Western historical experiences and cultural values. By presenting these models as universal and scientific, they can inadvertently promote a form of Westernization in non-Western societies. This process may lead to the neglect of indigenous knowledge and cultural practices, creating a sense that Western progress is the only valid goal. Scholars in this field emphasize the need to decolonize development thinking to respect diverse paths of social improvement.

85. (A) I and II only
India's immense linguistic and cultural diversity makes mass communication a complex task, as messages must be adapted to different regional contexts. Furthermore, the sociological impact of media is a critical area of study, as it explores how communication shapes social norms, relationships, and societal structures. Conversely, targeting specific audiences is actually a highly efficient strategy for ensuring relevance, and journalism has historically played a significant role in social reform movements throughout the history of modern India.

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86. (B) The society is largely homogeneous with uniform information needs.
Describing Indian society as homogeneous is factually incorrect. In reality, it is exceptionally diverse, characterized by a wide range of languages, religions, and cultural practices. Furthermore, significant social stratification based on caste, class, and gender results in very different information needs and varying levels of access to media across the population. For development communication to be effective, it must recognize and address these complexities rather than assuming a uniform audience with identical needs and perspectives.

87. (C) An argument for a more participatory and dialogic approach to communication.
Responses to the dominant paradigm often criticize its top-down, one-way flow of information from experts to the masses. These critiques argue for alternative models that prioritize dialogue, community participation, and empowerment. By involving people in the communication process and respecting local knowledge, development can become more inclusive and sustainable. This shift represents a move away from economic determinism toward a more holistic understanding of social change that values the voices and experiences of all community members.

88. (D) The Government of India
When a nationwide campaign is implemented using major public and private media channels

to promote national policies, it is typically an initiative of the Government of India. These mass campaigns are designed to reach a vast audience and achieve broad social or behavioral objectives, such as promoting public health or national security. The scale and coordination of such an effort require the resources and authority of the central government, distinguishing it from campaigns led by NGOs or private corporations.

89. (A) Both Statement I and Statement II are true.
Jürgen Habermas developed the concept of the public sphere as an ideal space where individuals can engage in open, rational-critical debate about societal issues. In this idealized arena, the social status and power of the participants are set aside, and the strength of the argument is the only thing that matters. This concept highlights the importance of open communication for a functioning democracy, though critics often point out that achieving such a truly equal space is difficult in practice.

90. (B) Intentional, planned, and aimed at positive improvement.
While social change is a broad, neutral term that can describe any transformation in society, development is specifically understood as a positive, goal-oriented process. Development involves intentional planning and the use of strategies to improve human welfare and the quality of life. This directed change aims to achieve specific outcomes like better health, education, and equality. Communication is a vital tool used to facilitate this planned social improvement by encouraging participation, education, and collective action.

91. (B) I, II and III
Non-state actors such as NGOs and community-based organizations operate independently of the government and play vital roles in advocacy and service delivery. They often provide alternative perspectives on development and can effectively mobilize grassroots communities. While international bodies like the World Bank are influential, they are intergovernmental organizations rather than non-state actors. Furthermore, non-state actors are not always in opposition to the government; they frequently collaborate with state agencies to achieve shared social and development goals.

92. (D) Set the public agenda and frame social issues.
Journalism has a profound sociological impact by determining which social issues receive public attention and how they are presented. Through 'agenda-setting', the media can influence the topics that people think and talk about. Furthermore, by 'framing' stories in specific ways, journalism can shape public perception of problems and potential solutions. this power allows journalists to hold institutions accountable, give a voice to the marginalized, and facilitate informed public discourse on matters critical to development and social change.

93. (A) Deendayal Upadhyay
Deendayal Upadhyay articulated the philosophy of 'Integral Humanism' as a comprehensive framework for India's economic and social development. This indigenous ideology seeks to synthesize material progress with spiritual values, placing the well-being of the human being at the center of all initiatives. It emphasizes a decentralized, self-reliant economy and the welfare of the most marginalized individuals in society. This perspective provides an alternative to Western ideologies, focusing on development that is harmonious with nature and human needs.

94. (B) To facilitate participative social change for a better quality of life.
The core purpose of development communication is to use the process of communication and various media channels to achieve positive transformations in society. It aims to empower communities by encouraging their active participation in the development process, rather than treating them as passive recipients of aid. By fostering dialogue, education, and social mobilization, development communication seeks to fundamentally improve human welfare, social justice, and the overall quality of life for all members of a community.

95. (A) P-2, Q-4, R-1, S-3
Corporate social responsibility involves business contributions to social welfare goals. NGO campaigns often focus on grassroots mobilization for specific causes. Global civil society is characterized by transnational advocacy networks acting across borders. Finally, national communication policy provides the government

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framework for media regulation within a country. This matching illustrates how different concepts and organizations contribute to the wider landscape of communication, development, and social action at both national and international levels.

96. (D) The potential for it to create new forms of dependency.
A post-colonial critique of development aid would examine how such projects might continue the power dynamics established during the colonial era. Scholars in this field often argue that aid from former colonizers can come with conditions that create new forms of economic or political dependency. This analysis goes beyond simple project efficiency to investigate the long-term impact on the sovereignty and self-reliance of the receiving nation, highlighting the potential for aid to perpetuate historical imbalances.

97. (A) Dr. B. R. Ambedkar
Dr. B. R. Ambedkar was a profound thinker and leader who recognized the essential role of public discourse in the struggle for social justice. He founded and edited several journals to highlight the oppression faced by the Dalit community and to advocate for their fundamental rights and upliftment. By using journalism to educate and mobilize, he gave a powerful voice to the marginalized, challenging the existing social order and working toward the creation of a more equitable society.

98. (B) Promoting a top-down, expert-driven approach.
Deconstruction of the dominant paradigm involves a critical analysis and rejection of the top-down, expert-led modernization models of the past. It questions the assumption that Western solutions are universally applicable and instead advocates for participatory communication and the respect for local cultural contexts. Promoting a top-down approach is actually a characteristic of the original dominant model, and deconstruction seeks to move toward more inclusive, dialogic, and locally relevant approaches to social change and community development.

99. (C) 2, 4, 1, 3
The rapid advancement of global communication technology has made it difficult for individual nations to control information flows. This shift has facilitated the emergence of a global civil society, where citizens across the world can connect and share ideas. These transnational networks then engage in advocacy and social movements to address international issues. This sequence illustrates how technological change can trigger a chain of social and political transformations that bypass traditional, state-centered structures of power and influence.

100. (D) A for-profit company taking over traditionally public sector projects.
Corporatisation of development refers to the process where roles and projects once handled by the state or non-profit organizations are increasingly taken over by for-profit companies. This trend can be seen in public-private partnerships or when corporations manage social welfare initiatives directly. While it may bring resources and efficiency, it also introduces market logic into development work, raising concerns about accountability and the potential for corporate interests to override the actual needs of the community and its members.

101. (C) Statement I is true, but Statement II is false.
Understanding the demographic profile of an audience is essential for creating effective development communication, as factors like age and literacy influence how messages are received. Conversely, a single, standardized message is rarely effective in a diverse country like India, where people have widely varying linguistic, cultural, and social backgrounds. Successful communication requires a customized approach that considers the unique characteristics and information needs of different segments of the population to ensure that messages are relevant and impactful.

102. (A) Both A and R are true and R is the correct explanation of A.
Mahatma Gandhi was a master communicator who understood the importance of using relatable cultural symbols to reach the masses. By using concepts like 'Ram Rajya' and 'Satyagraha', and organizing high-profile events like the Dandi March, he was able to connect with the Indian people on a deep emotional and cultural level. This culturally rooted approach made his messages of non-violence and self-rule highly

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effective, enabling him to build a massive and unified national movement for independence.

103. (B) The increasing trend of nuclear families, partly influenced by their portrayal on television. The sociological impact of communication focuses on how media influence social structures and cultural norms. The shift toward nuclear families, partly driven by their common portrayal in media, is a classic example of this influence. It illustrates how consistent media messages can reshape fundamental social relationships and societal organization over time. This type of research goes beyond technical or financial details to examine the profound ways in which communication technologies and content contribute to fundamental transformations in society.

104. (B) The Participation and Social Change paradigm.
The critiques of the dominant modernization model, which prioritized top-down technology transfer and economic growth, led to the development of more inclusive approaches. The Participation and Social Change paradigm emerged as a response, emphasizing the need for community involvement, dialogue, and empowerment. This shift recognized that sustainable progress requires addressing social and cultural factors and involving the affected people directly in the decision-making process, moving away from a one-size-fits-all, expert-driven model of development communication.

105. (C) I, II, and III
The early dominant paradigm of development communication prioritized economic indicators and Western modernization models. Critics later highlighted its ethnocentric bias and its failure to consider local cultural contexts. Consequently, newer paradigms emerged that emphasized community participation, empowerment, and the respect for diverse cultural identities. While Corporate Social Responsibility is a significant trend, it does not completely replace the essential roles of the government and NGOs in facilitating development and addressing fundamental social issues within a country.

106. (B) Media becomes overly commercialized or controlled by the state, stifling dissent.
The public sphere is an arena for open, rational debate among citizens, which is essential for a functioning democracy. This space is threatened when media ownership becomes highly concentrated, either in the hands of the state or large corporations. Such control can lead to censorship or a focus on profit that marginalizes diverse viewpoints and suppresses critical discussion. For the public sphere to thrive, media must remain independent and provide a platform for a wide range of voices and dissent.

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107. (D) The functioning of a global civil society.
Organizations like Amnesty International and Greenpeace are prime examples of global civil society in action. These non-governmental organizations operate across national borders, using global communication networks to advocate for human rights and environmental protection. They mobilize citizens worldwide and pressure both governments and international bodies to address global challenges. Their cross-border activities and transnational influence represent a significant shift in international relations, where non-state actors play a crucial role in shaping global discourse and policy.

108. (C) Mahatma Jyotiba Phule
Mahatma Jyotiba Phule founded the Satyashodhak Samaj in 1873 with the mission to liberate the depressed classes and women from oppressive social and religious hierarchies. His movement campaigned against caste discrimination, the practice of untouchability, and traditional religious orthodoxies. By emphasizing rational thinking and education, he provided a platform for marginalized groups to challenge systemic inequality. His work laid the intellectual and social foundations for later social justice movements and the pursuit of human rights in modern India.

109. (B) The primary motive of an NGO campaign is social good, while a corporate's is often linked to brand image or profit.
While both NGOs and corporations can run mass campaigns, their underlying motivations are typically different. NGOs are non-profit organizations whose primary goal is to address social issues, advocate for rights, or promote behavioral change for the public good. In contrast, corporate campaigns, often through Corporate

Social Responsibility, are frequently designed to enhance the company's brand reputation, build social license, or indirectly support long-term profitability. This fundamental difference in objectives shapes the content and strategy of their communication efforts.

110. (A) P-3, Q-1, R-2, S-4
Dr. B. R. Ambedkar dedicated his life to the abolition of untouchability and the rights of the marginalized. Acharya Vinoba Bhave is celebrated for leading the Bhoodan Movement, encouraging voluntary land donation for the landless. Raja Rammohan Roy was instrumental in the campaign against Sati and advocating for widow remarriage. Bal Gangadhar Tilak utilized nationalist journalism through his papers to ignite the spirit of Swaraj among citizens. This matching reflects the major social contributions of these four reformers.

111. (C) Media for specific audiences.
The failure of the communication plan described highlights the critical need for understanding the specific characteristics of the target audience. Using complex English brochures in a low-literacy, regional-speaking community shows a total disregard for the language, culture, and literacy levels of the farmers. Effective development communication must be tailored to the intended group's unique context to ensure that messages are accessible and relevant. Ignoring this principle of 'media for specific audiences' inevitably leads to communication breakdowns.

112. (B) In the aftermath of colonial rule, dealing with its legacy.
Post-colonial conceptions of development focus on the complex challenges faced by nations after achieving independence from colonial powers. These theories investigate how the economic, political, and cultural structures established during the colonial period continue to influence societal progress in the modern era. By analyzing this legacy, scholars aim to uncover persistent forms of dependency and cultural imperialism, advocating for development strategies that are truly self-reliant and respectful of the nation's own history and identity.

113. (D) He was primarily known for leading a land-gift movement.
Bal Gangadhar Tilak was a pivotal figure in the Indian independence movement, known for his newspapers 'Kesari' and 'Mahratta' and his powerful advocacy for 'Swaraj' or self-rule. He was a leader of the radical wing of the nationalist movement, focusing on mass mobilization and political consciousness. The description of him as the leader of a land-gift movement is incorrect; that role belongs to Acharya Vinoba Bhave, who initiated the Bhoodan Movement in the post-independence era.

114. (D) The technological infrastructure (satellites, internet) and economic structures that allow for instantaneous, worldwide communication.
The global communication system refers to the complex network of technology and economic arrangements that enable the rapid flow of information across the planet. This includes satellites, undersea cables, and the internet, as well as the global media corporations that operate within this framework. This system facilitates the immediate exchange of news, culture, and financial data, significantly impacting global discourse, international relations, and the ability of both state and non-state actors to reach audiences worldwide.

115. (D) I, II, IV, and V
Raja Rammohan Roy, Pandit Madanmohan Malviya, Dr. Ram Manohar Lohia, and Deendayal Upadhyay were all influential figures who contributed significantly to social, educational, and political thought in India. While Jyotiba Phule was a critical social reformer, his work was specifically focused on the upliftment of women and lower castes, rather than being confined to the upper castes. This set of statements accurately captures the diverse contributions of these leaders to the development and reform of Indian society.

116. (A) Both A and R are true and R is the correct explanation of A.
Non-state actors like NGOs play a vital role in development by providing alternative perspectives and addressing issues that may be neglected by the state. Their grassroots presence allows them to understand community needs deeply and advocate for more participatory and inclusive models of progress. Through their social campaigns and project implementation, they can

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challenge dominant development discourses and influence both public opinion and government policy, making the development process more pluralistic and responsive.

117. (B) To provide a framework for media's role in achieving goals like development and cultural preservation.
National communication policies are strategic frameworks designed by countries to guide the growth and operation of their media and communication sectors. These policies aim to ensure that media serves the public interest, supports national development objectives, and preserves indigenous cultural identity. They address critical issues like media ownership, public access, and content quality. Rather than eliminating the public sphere, a well-designed policy can strengthen it by ensuring a diverse and responsible media landscape.

118. (A) Intellectual and critical inquiry.
Deconstruction in development communication is an intellectual process that involves critically analyzing established modernization models. This inquiry questions the underlying assumptions that Western paths to progress are universal and superior. By dismantling these paradigms, scholars and practitioners can uncover hidden biases and power structures. This critical work is essential for moving toward more inclusive, participatory, and culturally sensitive approaches to social change, ensuring that development is locally relevant and respects the unique history of each society.

119. (B) To act as a watchdog, holding power accountable.
In a democratic society, a primary role of journalism is to act as a 'fourth estate', serving as a watchdog over government and other powerful institutions. By investigating corruption, reporting on societal problems, and providing a platform for diverse voices, journalists hold those in power accountable to the public. This function is essential for a functioning democracy, as it ensures transparency, informs the citizenry, and facilitates the public discourse necessary for meaningful development and social change.

120. (D) Top-down expert lecture
Development communication increasingly emphasizes participatory and dialogic approaches, such as participatory video, community radio, and street theatre. These methods involve community members directly in the communication process, fostering empowerment and local ownership. In contrast, a top-down expert lecture represents the traditional, one-way dissemination of information from an authority to a passive audience. This model is often criticized for being hierarchical and less effective in facilitating fundamental social change and community-driven progress.

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121. (C) Directed social change.
Development communication is the strategic and planned application of communication processes and media to facilitate intentional, positive transformations in society. Unlike commercial advertising or entertainment, its primary goal is to achieve social progress and improve the quality of life for communities. By encouraging participation, providing education, and mobilizing citizens around development goals, this field seeks to direct social change toward outcomes like poverty reduction, equality, and sustainable human welfare for all population segments.

122. (C) Statement I is true, but Statement II is false.
India's demographic profile, particularly its large youth population, has a profound impact on what types of media are created and how they are consumed. Conversely, the sociological impact of communication is a much broader field of study than simply counting television ownership. It investigates how media content and technologies fundamentally reshape social relationships, cultural norms, family dynamics, and societal structures. Understanding these deep impacts is essential for effective communication strategies aimed at long-term development and social change.

123. (C) Raja Rammohan Roy - Campaign against Sati
Raja Rammohan Roy is historically celebrated for his pioneer campaign against the practice of Sati in the 19th century, which led to its legal abolition. The other pairs are incorrect: the Bhoodan Movement was led by Vinoba Bhave, 'Annihilation of Caste' is a seminal work by Dr. B. R. Ambedkar, and Integral Humanism

was proposed by Deendayal Upadhyay. These reformers each played distinct and crucial roles in shaping the social and intellectual landscape of modern India.

124. (B) Corporate Social Responsibility (CSR).
When a corporation highlights its efforts to reduce environmental impact and support local education, it is presenting these actions as part of its Corporate Social Responsibility initiatives. CSR involves businesses taking responsibility for their impact on society and the environment beyond their primary profit-making goals. Such activities demonstrate a commitment to social welfare and help companies build a positive reputation while contributing to the overall development and well-being of the communities in which they operate.

125. (A) 1, 4, 2, 3
The campaign against Sati by Raja Rammohan Roy was a foundational social reform in the early 19th century. Mahatma Jyotiba Phule's focus on education for girls followed in the mid-to-late 19th century. Dr. Ambedkar's drafting of the Constitution in the mid-20th century represents a shift toward formal political and legal rights. Finally, Deendayal Upadhyay's Integral Humanism in the later 20th century provides an indigenous economic and social philosophy. This sequence maps a logical progression.

126. (C) Measuring development solely by GNP growth.
A critique of the dominant paradigm of development communication rejects the narrow view that progress should be measured only by economic indicators like GNP growth. Critics argue that this approach ignores social, cultural, and political dimensions of development. Instead, they favor participatory methods like using folk media, promoting dialogue, and empowering local communities to make their own decisions. These alternative approaches prioritize human welfare, equality, and sustainability over simple increases in a nation's total economic output.

127. (C) Central government ministries and departments.
Non-state actors in development encompass a wide range of organizations and individuals that operate independently of the government. This category includes non-governmental organizations, community-based organizations, and private foundations. Central government ministries and departments, however, are core components of the state and are responsible for official public administration and policy. Therefore, while they are primary actors in development, they are classified as state actors, distinguishing them from the broader group of non-state organizations and entities.

128. (B) Global issues can be debated by people across the world, facilitated by global media.
The concept of a global public sphere describes a metaphorical arena where citizens from different nations can discuss and debate worldwide challenges. This is made possible by global communication technologies like the internet and transnational media outlets. Unlike traditional, national public spheres, this global space allows for the formation of international public opinion on issues like climate change and human rights. It provides a platform for people to connect across borders and influence the global development discourse.

129. (B) P-4, Q-1, R-3, S-2
Mahatma Gandhi pioneered Satyagraha for social and political change. Pandit Madanmohan Malviya founded the Banaras Hindu University as a center for learning. Mahatma Jyotiba Phule was a champion for the education of girls and lower castes. Bal Gangadhar Tilak used the newspaper 'Kesari' to mobilize nationalist sentiment. This matching accurately reflects the major contributions and instruments used by these four leaders to influence Indian society and the independence movement during their respective lifetimes.

130. (C) The perpetuation of stereotypes and a Western-centric viewpoint.
A post-colonial analysis of global media coverage would investigate how reporting on developing regions, like Africa, might be influenced by Western biases and historical power dynamics. Researchers in this field look for the perpetuation of negative stereotypes and the use of a Western-centric lens that may misinterpret local realities. By uncovering these biases, post-colonial scholarship seeks to challenge cultural imperialism and advocate for more balanced,

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authentic, and diverse representations of the global south in international news.

131. (B) II and III only
Transnational activist networks and local companies funding social projects are clear examples of non-state actors in action. These entities operate independently of the formal government structure and play significant roles in advocacy and social welfare. In contrast, creating national policies on media ownership and broadcasting via state-owned television are functions of the state. Understanding this distinction is essential for analyzing the different roles that various organizations and government bodies play in communication and development efforts.

132. (B) Utilize communication processes and media to improve the quality of life.
Development communication is fundamentally concerned with the strategic use of media and communication techniques to achieve positive social change. Its primary objective is to enhance human welfare, social justice, and the overall quality of life for individuals and communities. By facilitating participation, education, and collective action, development communication seeks to empower people to improve their own social and economic conditions, moving beyond mere information dissemination toward meaningful and sustainable progress across all levels of society.

133. (B) Both A and R are true but R is not the correct explanation of A.
The corporatisation of development, including CSR, significantly increases the resources available for social projects. However, it also introduces the risk that corporations may focus on 'glamorous' or brand-aligned issues, potentially neglecting more critical but less visible community needs. While both statements are true, the concern about selective issue picking is a critique of the trend rather than a direct explanation of how additional resources are brought in. Both points highlight the complex and dual nature of corporate involvement.

134. (B) UNICEF's global campaign for child vaccination.
A mass campaign by an international agency is exemplified by UNICEF's worldwide efforts to promote child vaccination. These campaigns are coordinated on a global scale and implemented in multiple countries to address critical issues like public health. Unlike local NGO drives or national government programs, international campaigns must navigate a wide variety of cultural, linguistic, and political contexts. Their success depends on the ability to deliver a consistent global message while also adapting to diverse local needs and conditions.

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135. (D) Statement I is false, but Statement II is true.
Dr. Ram Manohar Lohia was a prominent socialist thinker who advocated for social equality and a strong anti-Congress political stance. Conversely, Deendayal Upadhyay proposed Integral Humanism as a unique Indian philosophy that offered a holistic alternative to both the Western models of capitalism and communism. Upadhyay's concept emphasized the harmonious development of the individual and society. This highlights the diverse and often competing ideologies that have shaped the socio-economic and political discourse in independent India.

136. (B) The need to balance diverse and often conflicting interests within a nation.
Creating a comprehensive national communication policy is a complex task because it must address the needs and concerns of a wide range of stakeholders. This includes balancing national security, commercial media interests, freedom of expression, and the cultural and linguistic requirements of a diverse population. Ensuring that the communication system serves the public interest while remaining adaptable to technological changes requires careful negotiation among these often competing groups to create a framework that supports national development and social harmony.

137. (C) Nation-state Universal - A single world government
The concept of 'nation-state universal' refers to the idea that the nation-state remains the fundamental and universal political unit in the context of global communication, not a single world government. The other pairs are correct: global civil society involves transnational

to facilitate positive social change and improve the quality of life. It utilizes various media channels and interpersonal methods to foster participation, provide education, and mobilize communities around shared development goals. Unlike other forms of communication, its primary mission is social welfare and human improvement, rather than profit or organizational promotion. It represents a purposeful application of communication processes to address fundamental societal challenges and progress.

152. (C) Statement I is true, but Statement II is false.
The sociological impact of communication investigates how social structures like class and caste influence media consumption and interpretation. In contrast, the demographic composition of India is not static; it constantly changes due to factors like birth rates, migration, and aging. Understanding these dynamic social and demographic shifts is essential for development communicators, as it allows them to adapt their strategies and content to the evolving needs and characteristics of the population over time.

153. (A) Intellectual decolonization.
A central goal of post-colonial conceptions of development is intellectual decolonization, which involves questioning and moving beyond the Eurocentric mindsets and models imposed during colonial rule. This process encourages newly independent nations to reclaim their indigenous knowledge systems and cultural identities. By decolonizing their thinking, societies can develop more authentic and locally relevant paths to progress that respect their own history and values, rather than simply attempting to replicate Western modernization and its associated social structures.

154. (C) Society and the environment, beyond just making a profit.
Corporate Social Responsibility (CSR) is the principle that businesses should operate in a way that is socially and environmentally responsible, acknowledging their impact beyond financial performance. It involves initiatives such as supporting local communities, protecting the environment, and ensuring ethical labor practices. By integrating these concerns into their operations, corporations contribute to broader social welfare goals. This practice reflects an evolving understanding of the role of business in society, where profit-making is balanced with ethical and social considerations.

155. (C) I, II, and IV
Mass campaigns can be initiated by diverse actors, including governments, NGOs, and corporations, each using media to reach large numbers of people with specific messages. Their success depends heavily on selecting the most appropriate media channels for the target audience. NGOs, in particular, often use these campaigns for social mobilization and advocacy for policy changes. By combining wide reach with strategic messaging, mass campaigns serve as powerful tools for raising awareness and facilitating social change across a broad spectrum of society.

156. (B) The formation of citizen-based groups and networks that operate across national borders.
Global civil society is characterized by the emergence of transnational networks of individuals and organizations that collaborate on worldwide issues such as human rights, climate change, and social justice. Facilitated by global communication technologies, these non-state actors can influence international discourse and policy independently of individual nation-states. This shift represents a move toward globalized forms of citizen action and collective advocacy, where organized groups can pressure both governments and international bodies to address fundamental global challenges.

157. (D) Mahatma Jyotiba Phule was an advocate for the caste system.
Mahatma Jyotiba Phule was a revolutionary social reformer who dedicated his life to challenging and dismantling the oppressive caste hierarchy in India. He founded the Satyashodhak Samaj to champion the rights of the underprivileged and provided education to women and lower castes. Describing him as an advocate for the caste system is factually incorrect, as his entire body of work was focused on achieving social equality and providing marginalized groups with the tools for social liberation and human dignity.

158. (B) A comprehensive national policy that aims to be all-encompassing within a nation's borders.

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national security, commercial media interests, freedom of expression, and the cultural and linguistic requirements of a diverse population. Ensuring that the communication system serves the public interest while remaining adaptable to technological changes requires careful negotiation among these often competing groups to create a framework that supports national development and social harmony.

145. (C) P-3, Q-1, R-4, S-2
The critique of the dominant paradigm challenges the modernization model. Corporatisation involves for-profit entities in social projects. Global civil society consists of cross-border citizen networks. Development communication is the strategic use of media for social improvement. This matching provides a concise overview of key concepts, highlighting the diverse actors and ideas that shape the modern landscape of communication and societal progress. Each term represents a distinct approach to understanding and implementing strategies for positive social transformation.

146. (B) A response to the critique of the dominant paradigm.
Actively involving community members in creating media content is a direct application of participatory communication, which emerged as a major response to the top-down, expert-led dominant paradigm. This approach empowers local people to define their own problems and solutions, ensuring that communication is relevant and culturally appropriate. By shifting from a model of 'talking at' the audience to 'talking with' them, participatory strategies foster empowerment, local ownership, and more sustainable social change and development.

147. (B) Mahatma Gandhi
Mahatma Gandhi developed the concept of 'Sarvodaya', meaning the welfare and upliftment of all, as a core principle of his social and economic philosophy. This idea emphasized that true progress can only be achieved if it benefits everyone, especially the most marginalized members of society. Gandhi's vision of a self-reliant and inclusive society heavily influenced later development thinking in India, promoting a more holistic and community-centered approach to social change that prioritizes human welfare and equality over simple economic growth.

148. (A) Both A and R are true and R is the correct explanation of A.
Effective development communication requires a deep understanding of the intended audience's unique characteristics. A message that works for an urban, educated group may fail in a rural, low-literacy setting due to differences in language, media habits, and cultural context. By tailoring content and choosing appropriate channels for specific groups, practitioners can ensure that information is accessible and relevant. This audience-centric approach is a fundamental prerequisite for the success of any communication strategy aimed at social change and improvement.

149. (B) A concentration of media ownership and state censorship.
The public sphere is a space for open, rational-critical debate, which is essential for a healthy democracy. This space is fundamentally threatened when a few large corporations or the state control most media outlets. Such concentration can lead to the suppression of dissenting voices and a lack of diverse viewpoints, stifling the informed public discourse necessary for accountability. Protecting media independence and ensuring public access to a wide range of perspectives is vital for maintaining a vibrant and effective public sphere.

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150. (A) 2, 4, 1, 3
Colonial powers initially introduced their own systems during rule. In the post-World War II era, projects based on the Western modernization model were commonly implemented in developing nations. Subsequently, scholars developed post-colonial critiques to analyze the flaws and legacies of these models. Finally, independent nations worked to formulate their own strategic national communication policies to align media with their development goals. This sequence reflects the historical evolution of development discourse and communication strategy in the global south.

151. (D) Development Communication
Development communication is defined as the strategic and systematic use of communication

Non-state actors in development are organizations and groups that operate independently of the formal government structure. This includes private foundations, international non-governmental organizations like Oxfam, and local community groups. Government ministries, however, are core state actors responsible for public administration and the implementation of official national policies. While they are central to the development process, they are part of the state apparatus, which distinguishes them from the diverse category of non-state organizations and entities working in the sector.

180. (C) Its adaptation of messages to diverse local contexts.
For an international agency's mass campaign to succeed in a diverse country like India, it must account for the immense variety in language, culture, and literacy levels. A standardized global message may encounter misunderstanding or resistance if it ignores local beliefs and practices. Successful campaigns are those that adapt their content and strategy to resonate with specific audience segments in different regions. This local adaptation is a critical factor in the effectiveness of any large-scale communication initiative aimed at social change.

181. (D) Statement I is false, but Statement II is true.
Post-colonial conceptions of development do not celebrate the dominance of former colonial powers; rather, they are deeply critical of it. These theories seek to identify and challenge the ways in which historical power imbalances and colonial-era structures continue to influence modern society and create new forms of dependency. By uncovering these legacies, post-colonial scholarship advocates for more self-reliant and authentic forms of progress that respect the cultural identities and sovereign rights of nations once subject to colonial rule.

182. (C) Raja Rammohan Roy
Raja Rammohan Roy is widely regarded as a pioneer of modern Indian social reform and a central figure of the Indian Renaissance. In the early 19th century, he used communication and advocacy to challenge oppressive traditions, most notably leading the successful campaign against the practice of Sati. By promoting modern education and rational thinking, he worked to modernize Indian society while respecting its spiritual roots. His efforts laid the intellectual and social foundations for subsequent reform movements and the pursuit of national progress.

183. (C) Sociological impact of communication.
Research on how media portrayals influence societal views on gender roles is a core topic within the study of the sociological impact of communication. This field examines the ways in which media content and technologies fundamentally reshape cultural norms, social expectations, and fundamental relationships over time. By analyzing these transformations, scholars can understand the role communication plays in either reinforcing existing social hierarchies or facilitating the basic changes in values and behaviors necessary for achieving long-term social progress and human welfare.

184. (A) Development priorities being set by market logic rather than human need.
A major critique of the corporatisation of development is the concern that corporate interests may influence the development agenda. In this scenario, projects might be selected based on their potential to enhance brand image or align with business goals, rather than addressing the most critical needs of the community. This introduces a market-driven logic into social welfare, which can lead to the neglect of important but less profitable issues. Ensuring accountability and a genuine focus on social good remains a challenge in this trend.

185. (D) All I, II, III, and IV are correct.
Indian social and political thought has been enriched by diverse figures like Vinoba Bhave, Ram Manohar Lohia, Deendayal Upadhyay, and Madanmohan Malviya. Each contributed uniquely, from leading land reform movements and socialist thought to proposing indigenous development models like Integral Humanism and championing education. These various perspectives reflect a wide range of approaches to achieving social justice, equality, and national progress in modern India, highlighting the complex and multi-faceted nature of the country's social reform and developmental history.

186. (B) The target population is diverse in terms of language, literacy, and culture.

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A national communication policy is a comprehensive framework developed by a nation-state to guide the media and communication sector across its entire territory. The goal is to create a cohesive strategy that aligns communication activities with national development objectives and cultural priorities. While these policies must operate in a globalized world, they are designed at the national level to address the specific needs, laws, and diverse interests of the people within the nation's own sovereign borders.

159. (B) Dr. B. R. Ambedkar
Dr. B. R. Ambedkar was a profound social reformer and the principal architect of the Indian Constitution. His seminal work, 'Annihilation of Caste', represents a radical critique of the caste system, arguing for its total removal to achieve true social justice and democracy. He dedicated his life to the empowerment of the marginalized, using education, legal reform, and political mobilization as tools for liberation. His ideas continue to inspire social justice movements and the struggle for human rights worldwide.

160. (D) P-2, Q-3, R-4, S-1
Deconstruction involves critically analyzing Western development models. Sociological impact examines the effect of media on social relations and norms. Specific audiences refer to segmenting the population for tailored communication. Social change is the fundamental alteration of the social structure. This matching summarizes key conceptual areas within development communication, highlighting how researchers and practitioners analyze the complex interactions between media, human behavior, and societal progress in diverse cultural and national contexts across the modern world.

161. (B) Sociological impact of communication.
Analyzing how the widespread introduction of television has influenced the role of women in society is a core topic in the study of the sociological impact of communication. This research investigates how media content and the act of viewing can shift social norms, expectations, and relationships over time. By examining these transformations, scholars can understand the profound role media plays in facilitating social change and reshaping fundamental societal structures and cultural values in both urban and rural communities.

162. (A) Both A and R are true and R is the correct explanation of A.
The dominant development paradigm of the mid-20th century faced significant criticism because its primary focus on economic indicators like GNP often failed to reduce poverty or improve social justice. Critics argued that this narrow approach widened the gap between rich and poor and ignored the importance of local cultural and social factors. This failure to achieve sustainable and equitable progress led to the emergence of alternative models that prioritize human welfare, participation, and a more holistic understanding of development.

163. (B) Facilitate public debate and empower citizens.
From a development perspective, journalism serves a crucial social function by providing a platform for public debate and giving a voice to the marginalized. By reporting on social problems and investigating the performance of public institutions, journalists empower citizens with the information they need to participate in democratic life and hold those in power accountable. This active role is essential for fostering an informed public and facilitating the social change necessary for meaningful progress and human improvement.

164. (B) Corporatisation of development.
When private, for-profit companies directly manage or fund major public welfare projects like health campaigns or building schools, it is an example of the corporatisation of development. This trend describes the increasing role of corporate entities and market logic in areas traditionally handled by the state or non-profit sector. While this can bring significant new resources and technical expertise, it also raises important questions about accountability and the potential for corporate interests to influence the overall development agenda.

165. (B) I, II and III
The public sphere is an arena for open, rational debate among citizens, which is essential for a functioning democracy. This space is threatened by both excessive state control and the commercialization of media, which can stifle

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powerful instrument for promoting transparency, equality, and meaningful societal progress.

193. (A) A development model that synthesizes material and spiritual progress, centered on the human being.
Deendayal Upadhyay's philosophy of 'Integral Humanism' offers a holistic approach to development that seeks to balance the material needs of the individual with their spiritual well-being. This ideology emphasizes that true progress can only be achieved if it addresses the full range of human needs in harmony with society and nature. By placing the human being at the center of all social and economic policies, Integral Humanism provides an indigenous Indian alternative to Western models, advocating for a decentralized and culturally rooted path to progress.

194. (C) Statement I is false, but Statement II is true.
Deconstruction of the dominant paradigm involves a critical analysis and rejection of its core assumptions, rather than an uncritical acceptance. Conversely, a major and valid critique of this original paradigm was that its top-down, expert-driven approach often ignored local cultural contexts and created dependency on Western capital and technology. These combined perspectives highlight the shift in development communication toward more participatory, inclusive, and culturally sensitive models that prioritize community empowerment and sustainable progress based on local needs and knowledge systems.

195. (A) P-3, Q-1, R-4, S-2
Acharya Vinoba Bhave is celebrated for the Bhoodan Movement. Mahatma Jyotiba Phule founded the Satyashodhak Samaj for social reform. Dr. Ram Manohar Lohia was a key voice in socialist thought. Deendayal Upadhyay articulated the philosophy of Integral Humanism. This matching reflects the significant and unique contributions each leader made to the intellectual and social reform landscape of India. Their diverse approaches to social justice and development continue to influence contemporary movements and political discourse across the country today.

196. (C) The emergence of global civil societies.
Transnational activist networks, which use global communication technologies to coordinate efforts across national borders, are a defining feature of the emergence of global civil societies. These networks of citizens and non-governmental organizations collaborate on worldwide issues like human rights and the environment. By bypassing traditional national boundaries, they create a new arena for global advocacy and public opinion. This phenomenon illustrates how digital connectivity has empowered non-state actors to influence international discourse and pressure governments and international bodies on a global scale.

197. (A) Demographic and sociological impact of communication.
Analyzing how media influence fundamental social structures like family, as well as cultural values and behaviors like voting, falls under the demographic and sociological impact of communication. This field investigates the deep and long-term changes in society that result from media consumption and technological shifts. By studying these impacts, researchers can understand how communication processes contribute to fundamental societal transformations, reflecting the interconnectedness of media content, human behavior, and the evolving norms of both urban and rural communities.

198. (B) The one-way flow of information and entertainment from the West to the rest of the world.
A post-colonial conception of communication is deeply critical of the historical and continued dominance of Western media in the global landscape. Scholars in this field often argue that the one-way flow of information and culture from industrialized nations to the global south represents a form of cultural imperialism. This critique emphasizes the need for more balanced global information flows and the development of indigenous media industries that reflect local realities and values, challenging the dependency created by Western-centric communication structures.

199. (B) 'Development' implies intentionality and improvement goals, while 'social change' is a broader, neutral term.

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importance of open communication and public discourse for a functioning democracy. His ideas continue to be influential in the study of media, communication, and the role of the public in political life.

173. (C) The critique spurred the search for alternative, more participatory and appropriate models of development.
The failure of the dominant modernization paradigm to achieve equitable and sustainable progress led to its rigorous critique in the later 20th century. These criticisms, which highlighted issues of dependency and ethnocentrism, spurred the search for alternative development models. This shift resulted in a greater emphasis on participatory communication, local knowledge, and empowerment. By recognizing the limitations of top-down approaches, development communication evolved toward more inclusive and culturally sensitive strategies that prioritize the active involvement of communities in their own improvement.

174. (B) The global public sphere and global civil society.
The ability of a social media campaign to trigger cross-border protests illustrates the power of the global public sphere and the functioning of a global civil society. Transnational networks of citizens use digital communication to share ideas and coordinate actions on international social or political issues. This phenomenon demonstrates how global technology has created new spaces for public discourse and collective mobilization that can bypass national boundaries and pressure governments worldwide, reflecting the deep interconnectedness of modern global communication and society.

175. (B) Mahatma Jyotiba Phule
Mahatma Jyotiba Phule was a pioneering social reformer who fought against the systemic oppression of the lower castes in India. He criticized Brahmanical dominance and worked tirelessly to provide education to the Shudra and Ati-Shudra communities and to women. By founding the Satyashodhak Samaj, he created a movement that challenged traditional social hierarchies and empowered the marginalized to demand their rights and dignity. His work laid the foundations for subsequent social justice movements and the pursuit of equality.

176. (B) Improvements in social welfare, justice, and human capabilities.
Development is a more comprehensive concept than mere economic growth. While economic growth focuses on increases in a nation's total output or per capita income, development encompasses improvements in human well-being, social justice, and equality. It involves expanding people's choices and capabilities, such as access to education and healthcare. Development communication facilitates this broader process by using communication strategies to encourage participation, education, and social mobilization, aiming for a fundamental and sustainable improvement in the overall quality of life.

177. (A) The way a subject is authoritatively spoken about, which shapes our understanding of it.
In the context of development communication, 'discourse' refers to the set of ideas, language, and assumptions that define how development is understood and implemented. This discourse is often shaped by those in power, influencing which theories become dominant and whose voices are heard. By analyzing development discourse, scholars can uncover hidden biases and power structures. This critical examination helps in understanding how our views of progress are constructed and how different perspectives can be integrated to create more inclusive social change.

178. (B) An informed citizenry.
In a democratic society, a primary role of media and journalism is to provide citizens with accurate and diverse information on matters of public interest. By reporting on social issues and hold institutions accountable, journalists enable people to make informed decisions and participate meaningfully in political life. This function is essential for a healthy democracy and for achieving development goals, as it ensures that the public is engaged, informed, and capable of contributing to the discourse on social and national progress.

179. (B) The Ministry of Rural Development, Government of India.

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dissent and prioritize profit over public interest. Conversely, the internet has the potential to create new, digital public spheres where diverse voices can connect and debate. These combined factors highlight the dynamic and contested nature of the public sphere in modern societies worldwide.

166. (B) Dr. B. R. Ambedkar
Dr. B. R. Ambedkar was a visionary leader who recognized the power of journalism as a tool for social liberation. He founded and edited several journals, including 'Mooknayak' and 'Bahishkrut Bharat', to provide a platform for the voices of the Dalit community and to highlight systemic social injustices. Through these publications, he educated and mobilized the marginalized, challenging the existing social hierarchy and advocating for fundamental rights and human dignity in the face of deep-seated oppression.

167. (C) Linear, evolutionary process where all societies follow the path of the West.
Deconstruction of the dominant paradigm involves a critical analysis of modernization theories that assume all nations should replicate the Western industrialization experience. Critics argue that this linear view of progress is ethnocentric and ignores the unique cultural and historical contexts of different societies. By dismantling this assumption, development communication can move toward more flexible and inclusive models that respect local paths to progress and value diverse knowledge systems, rather than imposing a single, Western-centric vision of modernity.

168. (C) Advocacy and behavioral change.
Non-governmental organizations typically design mass campaigns to advocate for social justice, human rights, or fundamental behavioral changes in society. Their focus is on achieving social good and public interest goals, such as improving public health or protecting the environment. Unlike corporate marketing, these campaigns are not driven by a profit motive. Instead, they aim to raise awareness, mobilize community action, and pressure policymakers to address critical social problems, serving as powerful tools for facilitating meaningful social progress.

169. (C) A completely homogeneous and uniform culture.
Indian society is characterized by its immense variety in terms of language, religion, culture, and social stratification. Describing it as a completely homogeneous and uniform culture is factually incorrect. In reality, development communicators must navigate a complex landscape of linguistic diversity and varying levels of literacy and media access across different social classes and castes. Recognizing and adapting to these diverse characteristics is essential for creating effective and relevant communication strategies that can foster inclusive and sustainable social change.

170. (C) Statement I is false, but Statement II is true.
While development and social change are related, they are not synonymous. Social change is a broad, neutral term that refers to any fundamental transformation in a society's structure or culture. Development, however, is a specific type of social change that is intentional, planned, and aimed at achieving positive goals like human welfare and equality. Therefore, development can be understood as a subset of social change that is strategically directed toward improving the overall quality of life for a population.

171. (B) Strategically guide its communication and media sector to align with national objectives.
A national communication policy is a comprehensive framework developed by a country to provide a strategic vision for its media and communication landscape. These policies aim to ensure that communication technologies and systems are used to support national development goals, such as public health, education, and cultural preservation. By establishing regulations on media ownership and access, the state seeks to create a responsible and diverse media sector that serves the public interest and contributes to national progress and harmony.

172. (C) Jürgen Habermas
Jürgen Habermas is the philosopher most closely associated with the conceptualization of the 'public sphere'. He described it as an idealized arena in social life where private individuals can engage in rational-critical debate about societal issues, independent of both state control and market forces. This concept highlights the

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The concept of 'media for specific audiences' is a fundamental principle of effective communication in a diverse society. When a population has widely varying backgrounds, a single, standardized message is often ineffective. Instead, communicators must tailor their content and choice of media channels to meet the unique needs and characteristics of different segments, such as specific linguistic or occupational groups. This audience-centric approach ensures that development messages are relevant, accessible, and meaningful to the people they are intended to reach and benefit.

187. (A) Both A and R are true and R is the correct explanation of A.
The proliferation of global communication technologies like the internet has made it difficult for individual countries to maintain absolute control over the information accessible to their citizens. Transnational media and digital platforms allow ideas and news to bypass state censorship, enabling global social movements to mobilize across borders. This technological shift challenges the traditional authority of the nation-state, as governments must now navigate a world of global information flows that can pressure them and influence public opinion from both within and outside.

188. (C) A top-down, centralized approach to planning.
Alternative paradigms of development emerged as a direct response to the failures of the top-down, expert-led modernization models. These newer approaches emphasize community participation, respect for indigenous knowledge, and the empowerment of local people to define their own path to progress. A centralized, top-down approach is a defining feature of the original dominant paradigm, which alternative models seek to replace with more inclusive, dialogic, and locally relevant strategies for facilitating social change and sustainable development in diverse societies.

189. (A) Mass campaign by a national government.
Nationwide programs like the Swachh Bharat Abhiyan, launched and funded by the central government, are classic examples of mass campaigns by a national government. These initiatives use a wide variety of media channels to reach a vast audience across the entire country with a specific social or behavioral goal. The scale, resources, and institutional coordination required for such a massive effort are unique to state-led initiatives, which aim to achieve broad national objectives in areas like public health and social change.

190. (B) Communication plays a crucial role in navigating and guiding societal transformations.
The concept of development and social change recognizes that societies are dynamic and constantly evolving. Communication is understood as a fundamental tool that can facilitate and guide these transformations in a positive direction. By encouraging public discourse, providing education, and fostering community participation, development communication helps societies navigate the challenges of progress. It aims to ensure that social change is inclusive and sustainable, leading to a fundamental improvement in the quality of life and human welfare for all population segments.

191. (B) I, III, IV, and V
Non-state actors encompass a wide range of organizations operating outside the formal government structure. In this list, Greenpeace (an NGO), Tata Trusts (a foundation), a local Youth Club (a community group), and the World Health Organization (an intergovernmental body) all fit this category in the context of their development activities. While intergovernmental bodies include states, they act as independent global entities. In contrast, the Ministry of Health is a core state actor, responsible for official public administration and national policy implementation within the country.

192. (B) Investigating social problems and giving voice to the marginalized.
Journalism plays a vital role in development by identifying and investigating social problems that might otherwise be ignored. By providing a platform for the marginalized to share their experiences and concerns, journalists ensure that their voices are heard in the public sphere. This function is essential for holding institutions accountable and for informing the public discourse necessary for social change. In this way, investigative and inclusive journalism serves as a

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networks, the public sphere is a space for debate, and post-colonial conceptions critique the legacy of colonialism. Understanding these definitions is vital for analyzing how communication, politics, and social structures interact on both national and global scales.

138. (A) How media messages are interpreted differently by various age groups.
A demographic analysis of communication investigates how various population characteristics, such as age, gender, and literacy, influence the reception and interpretation of media messages. For example, younger audiences may decode a message differently than older ones due to their unique experiences and values. By studying these differences, development communicators can design more effective and targeted strategies that resonate with specific segments of the population, ensuring that information is meaningful and accessible to its intended recipients.

139. (C) Winston Churchill
Mahatma Gandhi, Dr. B. R. Ambedkar, and Raja Rammohan Roy are all celebrated as leading figures in Indian social reform and the independence movement, each using communication to challenge societal hierarchies. Winston Churchill, however, was a British political leader and Prime Minister whose role and influence were fundamentally different. While he is a major figure in world history, he is not considered a social reformer in the Indian context, as his actions were focused on British imperial interests during that period.

140. (A) I, II, III, and IV
The critique of the dominant development paradigm highlighted several major flaws, including its top-down, hierarchical approach and its tendency to ignore cultural context. Critics argued that the model's focus on economic indicators like GNP failed to address widening inequalities and created new forms of dependency for developing nations. These combined criticisms paved the way for more participatory and inclusive approaches that prioritize human welfare, local knowledge, and sustainable social change, fundamentally transforming the field of development communication over several decades.

141. (B) A potential agent for mobilization, education, and dialogue.
In the context of development, media and journalism act as powerful catalysts for social change by informing the public and facilitating education on critical issues. They provide a platform for dialogue among different societal groups and can mobilize citizens to take collective action for improvement. This active role is essential for a functioning democracy and for achieving development goals, as it ensures that the population is engaged, informed, and capable of participating meaningfully in the process of societal transformation.

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142. (B) Socialist and aimed at fighting all forms of inequality.
Dr. Ram Manohar Lohia's philosophy was deeply rooted in socialist principles, advocating for a radical reordering of society to eliminate all forms of inequality, including those based on caste, class, and gender. His concept of 'Sapt Kranti' or Seven Revolutions provided a comprehensive framework for this fundamental transformation. By championing the rights of the marginalized and proposing a decentralized, socialistic economy, Lohia aimed to create a more just and equitable India, independent of both colonial and domestic oppressive structures.

143. (C) The possibility of rapid, transnational mobilization around social or political issues.
A significant result of the global communication system is the ability of people across different countries to connect and organize instantaneously around shared concerns. Digital platforms and social media allow ideas and information to spread worldwide in seconds, facilitating global social movements and advocacy. This transnational mobilization can pressure governments and international bodies to address global challenges, showing how technological connectivity has created new forms of collective action that bypass national borders and traditional, state-centered channels of communication and influence.

144. (B) The need to balance diverse and often conflicting interests within a nation.
Creating a comprehensive national communication policy is a complex task because it must address the needs and concerns of a wide range of stakeholders. This includes balancing

While social change is a general term describing any fundamental transformation in a society's structure or culture, development is specifically understood as a positive, goal-oriented process. Development involves intentional planning and the use of strategies to achieve specific improvements in human welfare and equality. This directed change seeks outcomes like poverty reduction and better public health. Development communication is the tool used to facilitate this planned social progress by encouraging participation, providing education, and mobilizing communities around these positive goals.

200. (A) Both A and R are true and R is the correct explanation of A.
Corporate Social Responsibility is sometimes criticized as 'reputation laundering' or 'greenwashing'. This occurs when a company uses high-profile social projects to distract the public and regulators from the negative impacts of its core business operations. While CSR can provide valuable social benefits, these critiques highlight the need for greater transparency and accountability. Ensuring that corporate involvement in development is genuine and that companies take full responsibility for their entire societal and environmental footprint remains a major challenge in the sector.

201. (B) A voter awareness campaign by the Election Commission of India.
A voter awareness campaign led by the Election Commission is a clear example of a mass campaign by a Government of India agency. These large-scale initiatives are designed to reach the entire electorate to achieve critical national goals, such as ensuring a well-informed and participatory democracy. By using a wide variety of media channels and public outreach programs, these government-led campaigns aim to educate and mobilize the public around essential civic responsibilities and national policies for social and political progress.

202. (B) Citizens to form and debate public opinion.
The public sphere is an essential component of a healthy democracy because it provides a metaphorical arena for open, rational debate among citizens. In this space, individuals can discuss societal problems and government actions, leading to the formation of informed public opinion. This discourse is necessary for holding power accountable and ensuring that diverse viewpoints are considered in the political process. Protecting the public sphere from censorship and commercial interests is vital for maintaining a vibrant and participatory democratic life.

203. (B) Failure to deliver equitable and sustainable development in many parts of the world.
The primary reason for the deconstruction of the dominant modernization paradigm was its failure to achieve significant and fair progress in many developing nations. Critics argued that the model's narrow focus on economic growth and top-down technology transfer often widened social inequalities and neglected local cultural contexts. This failure led to a search for alternative, more participatory, and inclusive models that prioritize human welfare and empowerment. The deconstruction of the original model was necessary to move toward more effective strategies for development.

204. (C) Raja Rammohan Roy, Jyotiba Phule, and Dr. Ambedkar all used communication to challenge hierarchies.
Raja Rammohan Roy, Mahatma Jyotiba Phule, and Dr. B. R. Ambedkar were all influential social reformers who recognized the power of communication in challenging entrenched social hierarchies. Whether through publishing journals, founding organizations, or public advocacy, they each used various forms of communication to highlight injustice and mobilize people for reform. Their combined efforts across different centuries were instrumental in questioning oppressive traditions like Sati, caste discrimination, and the lack of education for the marginalized, laying the foundations for a more equitable India.

205. (B) II, III, and V
Non-state actors in development are organizations and groups that operate independently of the formal government apparatus. This category includes transnational NGOs like human rights organizations, for-profit corporations involved in CSR, and local community-based cooperatives. These entities play vital roles in advocacy, grassroots implementation, and social welfare.

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In contrast, state-run television networks and national legislative bodies are core components of the state. Understanding this distinction is essential for analyzing the different roles various actors play in the communication and development landscape.

206. (B) The difficulty of regulating cross-border data flows and media content.
The global communication system, characterized by the internet and transnational media, presents a significant challenge to the nation-state's ability to regulate its information environment. Because information can flow instantaneously across borders, it becomes difficult for individual governments to control the media content accessible to their citizens or to manage the cross-border transfer of data. This technological shift bypasses traditional national boundaries and censorship, weakening the state's informational sovereignty and empowering both global social movements and the emergence of an international public opinion.

207. (B) Media for specific audiences.
Using a variety of media formats and multiple languages to reach different regions of a country is a direct application of the principle of media for specific audiences. This approach recognizes that a diverse population has varying needs in terms of language, culture, and media access. By tailoring communication to resonate with the unique characteristics of different segments, practitioners can ensure that their development messages are accessible and meaningful. This audience-centric strategy is essential for the success of any communication effort aimed at broad-based social change.

208. (B) All societies would and should follow the same path as Western industrial nations.
Modernization theory, a core component of the dominant paradigm, assumed that all developing nations would eventually follow the same path to modernity as the Western industrial countries. This linear view of progress implied that Western social, economic, and technological models were universally applicable and superior to traditional systems. Critics later argued that this approach was ethnocentric and failed to account for the unique cultural and historical contexts of different societies, often leading to development interventions that were inappropriate or created dependency.

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209. (A) Both Statement I and Statement II are true.
Corporatisation of development describes the trend where for-profit companies take on roles and projects traditionally handled by the state or non-profit sectors. Corporate Social Responsibility (CSR) is one of the primary mechanisms through which this trend manifests, as businesses directly fund or implement social and environmental initiatives. This process introduces market logic and private interests into the development landscape. While it brings significant resources, it also raises important questions about accountability and the potential for corporate priorities to influence broader social welfare agendas.

210. (D) P-3, Q-4, R-1, S-2
Pandit Madanmohan Malviya founded the Banaras Hindu University. Deendayal Upadhyay proposed the philosophy of Integral Humanism. Mahatma Jyotiba Phule established the Satyashodhak Samaj for social reform. Bal Gangadhar Tilak founded the newspaper 'Kesari' to promote nationalism. This matching reflects the significant and unique contributions of these four leaders to Indian education, political thought, and social justice. Their use of various institutions and publications were instrumental in shaping the intellectual and social landscape of the country during their respective eras.

211. (B) A shift in public attitudes towards a social issue after a media campaign.
The sociological impact of communication focuses on how media influence human behavior, cultural norms, and societal organization. A shift in public attitudes following a media campaign is a classic example, as it demonstrates the power of consistent messaging to reshape common perceptions and social values. This type of influence can lead to fundamental changes in social practices and the overall direction of a society. Understanding these impacts is essential for development communicators who aim to facilitate positive and lasting social change.

212. (B) A new form of colonialism through economic and cultural dependency.

Post-colonial theories critique development discourse for often continuing the power dynamics of the colonial era. Scholars in this field argue that Western-centric models and foreign aid can create new forms of economic and cultural dependency for developing nations. This process, sometimes called neo-colonialism, can undermine the sovereignty and self-reliance of newly independent societies. By presenting Western modernity as the only valid goal, these models may inadvertently perpetuate historical power imbalances and stifle the development of authentic, locally-driven paths to social progress.

213. (A) Provide a strategic vision and regulatory framework for a country's media landscape.
A national communication policy is a comprehensive framework developed by a nation-state to guide its media and communication sector. Its main purpose is to create a strategic plan that aligns communication activities with national goals like development, education, and cultural preservation. By establishing regulations on media ownership and access, the state seeks to ensure a diverse, responsible, and effective media landscape that serves the public interest. These policies are essential for navigating technological changes while protecting a nation's sovereign interests and values.

214. (A) It is purpose-driven and goal-oriented.
A fundamental characteristic of development communication is that it is a strategic and intentional process. Unlike spontaneous conversation or purely commercial media, its primary goal is to facilitate positive social change and improve the quality of life for a population. Every development communication project is designed with specific, planned objectives in mind, such as improving public health or encouraging community participation. This purpose-driven nature requires careful planning and evaluation to ensure that communication efforts are effectively contributing to the desired social and development outcomes.

215. (A) I and II
Media plays a vital role in society by shaping social norms and culture through its content and portrayals. Additionally, in democratic societies, the media functions as a 'fourth estate', acting as a watchdog that holds institutions and individuals in power accountable to the public. This dual role makes communication a powerful instrument for both maintaining social order and facilitating fundamental social change. By providing information and a platform for dialogue, media ensures that the public is informed and capable of participating in societal transformation.

216. (C) Dialogue, participation, and empowerment.
The failure of the top-down, expert-led dominant paradigm led to a major shift in development communication toward more inclusive approaches. Critiques highlighted that sustainable progress requires the active involvement of the affected communities. Consequently, newer models prioritize dialogue, participation, and the empowerment of local people to define and solve their own problems. This approach respects local knowledge and ensures that development interventions are culturally appropriate and meaningful, moving away from a hierarchical and centralized vision of progress and toward community-led social change.

217. (A) Both A and R are true and R is the correct explanation of A.
Mahatma Jyotiba Phule's efforts to provide education for girls and lower castes were a direct challenge to the traditional, hierarchical social structure of 19th-century India. At the time, education was restricted based on caste and gender, reinforcing systemic inequality. By opening schools, Phule provided marginalized groups with the tools for social mobilization and self-reliance. This radical act of reform was based on the belief that education is a fundamental prerequisite for achieving human rights, dignity, and a more equitable society for everyone.

218. (C) The functioning of global civil society.
A global campaign by an international NGO like Greenpeace is a prime example of global civil society in action. These non-state actors operate across national borders, using global communication networks to advocate for worldwide challenges such as environmental protection. By mobilizing citizens globally and pressuring governments and international organizations, they create a new arena for global governance and advocacy. This phenomenon reflects the deep interconnectedness of modern

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context of various regions, including using appropriate languages and relatable cultural symbols. By incorporating these adaptations, development communicators can ensure that their information is relevant and accessible to different audience segments, thereby increasing the likelihood of engagement and successful social change and improvement.

246. (A) 3, 1, 2, 4
Raja Rammohan Roy was active in the early 19th century, pioneering the Indian Renaissance. Bal Gangadhar Tilak followed in the late 19th and early 20th centuries, leading the radical nationalist movement. Mahatma Gandhi's major mass movements, like the Dandi March, occurred in the 1930s. Dr. B. R. Ambedkar's principal role in the Constituent Assembly took place in the late 1940s. This sequence correctly reflects the historical timeline of their primary contributions to social reform and the independence movement.

247. (C) Statement I is false, but Statement II is true.
Corporate Social Responsibility (CSR) is rarely seen as purely altruistic; in reality, it is often a strategic business practice. Statement II correctly highlights that companies may use CSR to enhance their brand image and gain the 'social license to operate' within communities. By funding social projects, corporations can build positive relationships with the public and regulators while also contributing to social welfare. This strategic integration of social goals into the business model reflects the complex motivations behind corporate involvement in development today.

248. (D) 'How can we facilitate their participation in their own development?'
The deconstruction of the dominant paradigm represents a fundamental shift away from top-down, expert-driven models. Instead of asking how to impose external solutions, the focus has shifted toward facilitate the active participation of communities in their own improvement. This participatory approach respects local knowledge and empowers people to identify their own problems and solutions. By moving from 'talking at' people to 'working with' them, development communication seeks to ensure that social change is more inclusive, sustainable, and meaningful.

249. (A) It is accessible to all citizens.
A key characteristic of the public sphere is its inclusivity. As an idealized arena for open, rational debate, it must be accessible to all citizens regardless of their social status or power. This accessibility ensures that a wide range of diverse viewpoints can contribute to the formation of public opinion. Protecting this space from state control and commercial interests is vital for a healthy democracy, as it allows for the transparent and inclusive discourse necessary for accountability and meaningful social progress.

250. (A) It is the strategic use of communication to achieve planned social change and improve quality of life.
Development communication is defined as the purposeful and organized application of communication processes and media to facilitate positive societal transformations. It prioritizes the enhancement of human welfare and the standard of living through participatory and inclusive approaches. By bridging the gap between experts and local communities, this field ensures that social change is sustainable and responsive to the specific needs of diverse populations. It represents a systematic effort to use communication tools for achieving long-term progress across all levels of society.

251. (B) To use communication systematically for social and economic change.
Development communication represents a strategic approach utilizing communication processes and media to drive positive transformations within society. It moves beyond simple information sharing to function as a catalyst for growth. By systematically applying these tools, it aims to foster meaningful social and economic progress, particularly in complex demographic environments where targeted messaging is essential for ensuring successful outcomes.

252. (A) They act as both a critical overseer and a collaborative agent of change.
The dualistic nature of media and journalism involves balancing two distinct yet complementary functions within society. One aspect focuses on acting as a watchdog to ensure accountability and transparency in development projects. Simultaneously, the other aspect serves

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use nationwide public media and administrative networks to reach a vast audience. In contrast, while NGOs can run influential campaigns, they typically operate on a smaller scale and rely on independent media and grassroots mobilization. Both play vital roles in advocacy, but their reach and institutional support structures are fundamentally different.

226. (B) Deendayal Upadhyay
Deendayal Upadhyay formulated the philosophy of Integral Humanism as a guiding principle for India's socio-economic development. This ideology advocates for a holistic approach that considers the physical, mental, and spiritual needs of the individual in harmony with society and nature. It presents an indigenous alternative to Western concepts of capitalism and socialism, emphasizing a decentralized economy and the welfare of the last person in the social hierarchy. His ideas continue to influence socio-political discourse and have shaped various policy frameworks in independent India.

227. (B) Critically examining its underlying assumptions and power dynamics.
Deconstruction in development communication is an intellectual process that involves critically analyzing established modernization models. This inquiry questions the underlying assumptions that Western paths to progress are universal and superior. By dismantling these paradigms, scholars and practitioners can uncover hidden biases and power structures that may perpetuate dependency. This critical work is essential for moving toward more inclusive, participatory, and culturally sensitive approaches to social change, ensuring that development is locally relevant and respects the unique history of each individual society.

228. (B) Media and specific audiences.
The concept of media for specific audiences recognizes that a population is not a uniform mass but consists of various groups with diverse needs and backgrounds. Effective development communication requires identifying these segments based on factors like age, gender, literacy, and culture. By customizing messages and selecting appropriate channels for each group, practitioners can ensure that information is relevant and easily understood, thereby increasing the likelihood of successful social change. This audience-centric approach is a fundamental principle of modern, effective communication strategy for progress.

229. (C) Dr. B. R. Ambedkar - Satyagraha
While Mahatma Gandhi is the figure most commonly associated with Satyagraha, Dr. B. R. Ambedkar also famously utilized the method of non-violent, truth-based struggle. Most notably, he led the Mahad Satyagraha to secure the right for the marginalized to use public water sources. This matching highlights that Satyagraha was a broader tool used by various reformers in the struggle for social justice. Conversely, Sarvodaya is linked to Gandhi, Integral Humanism to Upadhyay, and the Bhoodan Movement to Vinoba Bhave.

230. (B) It can sometimes create dependency and serve the interests of the donor country.
A post-colonial analysis of development aid investigates how such projects might continue the power dynamics established during the colonial era. Scholars in this field often argue that aid from former colonizers can come with conditions that create new forms of economic or political dependency. This analysis goes beyond simple project efficiency to investigate the long-term impact on the sovereignty and self-reliance of the receiving nation, highlighting the potential for aid to serve the strategic interests of the donor while perpetuating historical imbalances.

231. (B) By raising awareness, shaping public opinion, and mobilizing people for action.
Media and journalism play a powerful role in facilitating social change by informing the public and facilitating education on critical issues. They provide a platform for dialogue among different societal groups and can mobilize citizens to take collective action for improvement. This active role is essential for a functioning democracy and for achieving development goals, as it ensures that the population is engaged, informed, and capable of participating meaningfully in the process of societal transformation and the pursuit of social justice.

232. (A) Both A and R are true and R is the correct explanation of A.

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Formulating national communication policies has become increasingly complex due to the rise of global digital media. Technologies like the internet and social media platforms allow information to flow instantaneously across national borders, bypassing traditional state controls. Governments must now navigate these global information flows while trying to protect national security, cultural identity, and freedom of expression. This technological shift challenges the absolute informational sovereignty of the nation-state and requires more flexible and internationalized approaches to media regulation and communication strategy.

233. (B) A more pluralistic and diverse development landscape.
The active involvement of non-state actors such as NGOs and foundations has made the development sector more pluralistic. These organizations provide alternative perspectives and can address issues that might be neglected by the state. Their diverse approaches to advocacy and grassroots project implementation ensure a wider range of solutions for social problems. While this increases the complexity of development work, it also makes the landscape more responsive to the unique needs of different communities and fosters more inclusive and sustainable progress.

234. (B) The struggle against caste and gender discrimination.
Mahatma Jyotiba Phule was a pioneering social reformer dedicated to the upliftment of the oppressed sections of Indian society. His work primarily focused on challenging the rigid caste hierarchy and advocating for the education of women and the Shudra and Ati-Shudra communities. By establishing schools and founding the Satyashodhak Samaj, he provided marginalized groups with the tools for social mobilization and the pursuit of human rights and dignity, laying the intellectual and social foundations for later social justice movements.

235. (D) All I, II, III, and IV are correct.
The field of development communication has evolved through several paradigms, from the early modernization model to the participatory and post-colonial critiques. Each paradigm offers a different perspective on how communication can facilitate social change, ranging from top-down technology transfer to community empowerment and the analysis of historical power structures. Furthermore, the role of corporate social responsibility introduces new actors and market-driven approaches. Together, these paradigms reflect the complex and multi-faceted history of the discourse on progress, culture, and societal transformation.

236. (A) The role of media for specific audiences.
Creating a targeted television program for young mothers on infant nutrition is a specific application of tailoring media for a particular audience. This approach recognizes that this group has unique information needs and that the message is most effective when presented in a relatable and accessible format. By focusing on the characteristics and requirements of a specific segment, development communicators can ensure that their information is relevant and impactful, increasing the likelihood of positive behavioral change and improved welfare.

237. (A) Accountability and the potential for profit motives to override social goals.
The corporatisation of development introduces the logic of the market into social welfare projects, which raises serious concerns about accountability. There is a risk that for-profit entities may prioritize projects that align with their business interests or brand image, potentially neglecting more fundamental but less marketable community needs. This conflict between profit and genuine social good remains a major challenge. Ensuring that corporate involvement leads to meaningful and equitable development requires strong regulatory frameworks and a clear focus on the public interest.

238. (C) Statement I is false, but Statement II is true.
Bal Gangadhar Tilak was a pivotal figure in the Indian independence movement, and his primary use of journalism was to foster nationalistic fervor and demand for Swaraj through his papers. While he did engage in some social discussions, he was often a conservative voice on many social reform issues, prioritizing political freedom over fundamental social reorganization. This distinguishes him from reformers who placed social change at the center of their work.

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His journalistic efforts were instrumental in mobilizing the masses for the nationalist cause.

239. (B) Communication is a powerful tool for facilitating planned social change.
Development communication is based on the fundamental belief that the processes of communication and the use of various media can strategically achieve positive transformations in society. It aims to empower communities by encouraging their participation in the development process and provides a framework for education and mobilization around shared goals. By facilitating dialogue and the flow of transformative ideas, development communication serves as a powerful instrument for improving human welfare, equality, and the overall quality of life across diverse populations.

240. (A) P-3, Q-4, R-1, S-2
Raja Rammohan Roy founded 'Sambad Kaumudi'. Bal Gangadhar Tilak edited the newspaper 'Kesari'. Dr. B. R. Ambedkar published the journal 'Mooknayak'. Mahatma Jyotiba Phule established the Satyashodhak Samaj. This matching accurately reflects the specific publications and organizations used by these four influential Indian reformers to challenge social orthodoxies and mobilize public opinion for reform and independence. Their strategic use of communication channels was instrumental in shaping the social and political consciousness of the Indian public during their respective eras.

241. (B) The system provides the infrastructure for a global civil society to emerge and function.
The global communication system, including the internet and satellite technology, provides the essential infrastructure that enables a global civil society to exist. Transnational networks of citizens and non-governmental organizations utilize these systems to coordinate actions across borders and share ideas on international challenges. Without the ability to communicate instantaneously worldwide, the emergence of organized, cross-border advocacy and social movements would be impossible. Therefore, the global communication system is a fundamental prerequisite for the functioning of globalized forms of citizen action.

242. (D) A two-way, dialogic, and participatory model.
Critics of the dominant modernization paradigm rejected its top-down, one-way dissemination of information from experts to the masses. Instead, they argued for more inclusive models that prioritize dialogue, community participation, and empowerment. By involving people directly in the communication process and respecting local knowledge, development becomes more effective and sustainable. This two-way, dialogic model ensures that communication is relevant to the community's needs and fosters the local ownership necessary for achieving long-term and meaningful social change and progress.

243. (C) The national parliament of a country.
Non-state actors in development are organizations and groups that operate independently of the formal government structure. This category includes grassroots groups, international foundations, and for-profit corporations. The national parliament, however, is a core institution of the state, responsible for making laws and overseeing national policy. While it is a primary actor in development and social reform, it is part of the state apparatus, which distinguishes it from the broader and more diverse category of non-state organizations and entities working in the sector.

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244. (B) The principles of socialism and a staunch anti-Congress political stance.
Dr. Ram Manohar Lohia was a key figure in Indian socialist thought who strongly advocated for a society based on social justice and equality. He pioneered the concept of 'non-congressism', seeking to build a political alternative to the dominant Congress party. His philosophy emphasized the empowerment of marginalized groups through radical social reform and a decentralized economy. His commitment to fighting inequality and his strategic political stance continue to influence socialist movements and the political landscape in contemporary India today.

245. (C) Incorporate regional and linguistic adaptations.
India's immense linguistic and cultural diversity means that a standardized, one-size-fits-all media campaign is unlikely to be effective across the entire country. For a national campaign to succeed, it must adapt its messages to the local

global communication and the ability of organized citizen action to influence international policy and discourse.

219. (C) Social structures, family relations, and cultural values.
The sociological impact of media on society focuses on how communication fundamentally reshapes social interactions, cultural norms, and societal organization. In the Indian context, this includes analyzing how media portrayal and consumption influence family dynamics, social hierarchies like caste and class, and common cultural values. Research in this field investigates the deep and long-term changes in society that result from the presence and content of various media technologies, providing insights into the role communication plays in facilitating both social stability and fundamental change.

220. (C) A profit-maximization motive.
Development communication is defined by its focus on facilitate positive social change and improve human welfare. Unlike commercial media, its primary goal is to achieve specific social objectives such as public health, education, and equality. It emphasizes audience-centric and participatory approaches to ensure that social progress is inclusive and sustainable. While for-profit entities can participate in development projects, the core mission of development communication itself is not driven by financial profit but by the goal of achieving meaningful and lasting improvements in people's lives.

221. (A) I, II, and III
The early dominant paradigm of development communication prioritized economic indicators and Western modernization models. Critics later highlighted its ethnocentric bias and its failure to consider local cultural contexts. Consequently, newer paradigms emerged that emphasized community participation, empowerment, and the respect for diverse cultural identities. While Corporate Social Responsibility is a significant trend, it does not completely replace the essential roles of the government and NGOs in facilitating development and addressing fundamental social issues within a country. These combined perspectives reflect the field's complex evolution.

222. (C) Moral persuasion and voluntary action.
The Bhoodan Movement, launched by Acharya Vinoba Bhave, was a unique social initiative that sought to address land inequality through moral persuasion rather than government force or corporate intervention. Bhave traveled across India, asking landowners to voluntarily give a portion of their land to the landless. This movement was deeply rooted in Gandhian principles of non-violence and social justice, aiming to bring about fundamental reform in rural society through voluntary action. It represents a significant historical example of communication for social change based on ethical appeal.

223. (A) The universal reach of global media and the sovereign authority of individual nation-states.
The concept of 'nation state-universal' in global communication refers to the ongoing tension between the worldwide flow of information through digital technology and the legal and political boundaries of individual countries. While communication technology is universal, its regulation and impact are handled at the national level. Governments must navigate the challenge of global information flows that can bypass their control, while still protecting national security, cultural identity, and sovereign laws. This highlights the complex interaction between technological universality and traditional state power.

224. (C) Statement I is true, but Statement II is false.
A functioning public sphere requires that all citizens have access to a platform for debate and reliable information. In contrast to being unaffected, the rise of the internet has fundamentally changed the nature of public spheres. Digital technology has created new spaces for discourse and allowed diverse voices to connect across borders. While the internet provides new opportunities for public debate, it also introduces challenges like misinformation and digital divides, significantly impacting how public opinion is formed and expressed in modern societies worldwide.

225. (A) Scale and access to official channels.
A key difference between mass campaigns by the national government and those by NGOs is the scale and the access to official administrative and communication channels. Government campaigns have the authority and resources to

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as a partner in progress, disseminating essential information regarding health, agriculture, and education to facilitate broader societal improvement and empowerment.

253. (C) Due to the country's significant demographic and sociological diversity.
India possesses a highly complex sociological landscape characterized by vast differences in language, culture, and literacy levels. This diversity necessitates a tailored communication strategy rather than a generic approach. By centering the audience's specific needs, communication becomes more effective, ensuring that messages are understood and accepted across various social groups, including rural farmers and marginalized populations in different regions.

254. (D) It can either mitigate or exacerbate existing social inequalities.
Communication exerts a profound influence on the social fabric, acting as a force that can either unify or divide populations. In diverse societies, the way messages are delivered and received has the potential to bridge existing social gaps or widen them further. Recognizing this impact is vital for developing strategies that promote inclusivity rather than reinforcing historical or structural disparities.

255. (C) To transform information into concrete developmental actions and outcomes.
The primary objective of an audience-centric communication model is to move beyond the mere reception of data. By customizing content for specific groups, practitioners ensure that information is not only processed but also acted upon. This transition from awareness to action is the mechanism through which communication creates tangible, measurable improvements in the social and economic conditions of a community.

256. (B) It was ethnocentric and promoted a form of neo-colonialism.
Post-colonial scholars critique traditional development models for their inherent Western bias, which assumes that developing nations must follow a specific path. This perspective is viewed as ethnocentric because it ignores local contexts and values. Furthermore, such models are criticized for creating a dependency on Western systems, thereby perpetuating a modern form of colonial influence over sovereign, developing states.

257. (D) As a linear and unilinear trajectory mimicking the West.
Early modernization theories conceptualized national progress as a straightforward, one-way journey. In this view, developing countries were expected to replicate the exact political and economic structures found in Western nations. This linear model assumed that development was a universal process, ignoring the unique historical and cultural trajectories that different societies might naturally follow during their own specific growth cycles.

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258. (A) Context-specific and culturally sensitive development pathways.
Post-colonial perspectives reject the notion of a single universal development model for every country. Instead, they promote the idea that progress should be shaped by the specific cultural and social realities of a community. By prioritizing indigenous knowledge and local sensitivities, these approaches seek to create developmental pathways that are more relevant, respectful, and sustainable for the target populations.

259. (C) From 'development for the people' to 'development by the people'.
A significant shift in development discourse emphasizes the transition from external management to internal agency. Rather than viewing the public as passive beneficiaries of expert-led projects, new paradigms advocate for active participation. This change prioritizes empowerment and self-determination, suggesting that sustainable social change must be driven by the aspirations and direct involvement of the local population throughout the process.

260. (A) Adherence to a top-down, technocratic model.
Post-colonial thought specifically challenges the top-down, technocratic approach common in early development theories. Such models typically prioritize expert control and ignore participatory processes or local cultural values. In contrast, post-colonial conceptions focus on deconstructing power dynamics, amplifying marginalized voices, and fostering community

agency, making the adherence to rigid, centralized planning contrary to their fundamental principles of social empowerment.

261. (D) A one-way, top-down flow from expert to audience.
The dominant paradigm of development communication relied on a vertical transmission of information. In this model, knowledge was viewed as a commodity that flowed from expert sources to a passive audience. This one-way communication focused on instruction and persuasion, lacking mechanisms for feedback or genuine dialogue, thereby treating the target population as mere recipients of pre-determined messages and modern technologies.

262. (B) It was non-participatory and treated people as objects of change.
Critics of the dominant paradigm argue that its greatest weakness was the exclusion of the community from the development process. By adopting a non-participatory stance, the model treated individuals as passive objects to be modified rather than active participants. This approach overlooked important socio-cultural barriers and failed to recognize the inherent agency of local people in solving their own problems.

263. (C) Participatory communication and empowerment.
In response to the failures of the top-down model, new perspectives emerged that prioritized the involvement of the community. These alternative approaches emphasize dialogue and empowerment as central to social change. By shifting the focus toward participatory communication, these models aim to give people the tools to define their own needs and actively engage in the developmental process from the beginning.

264. (D) As active subjects who define their own problems and solutions.
Alternative development models reimagine the public as active agents of change. Instead of being passive recipients, communities are encouraged to identify their own challenges and formulate relevant solutions. This perspective acknowledges that sustainable development requires the active involvement and ownership of the local population, moving away from external imposition toward a more collaborative, democratic, and self-directed developmental approach.

265. (A) The 'magic bullet' theory of communication's effect on development.
The deconstruction of the dominant paradigm involved moving away from the simplistic idea that media messages could directly and uniformly change behavior. This 'magic bullet' concept ignored the complexities of cultural context and community agency. Modern approaches recognize that communication is a social process rather than a linear transmission, requiring local relevance and participation to achieve a lasting impact.

266. (B) The concept and practice of Corporate Social Responsibility (CSR).
The involvement of private entities in the development sector is most clearly seen through Corporate Social Responsibility initiatives. Corporations integrate social and environmental goals into their business frameworks, funding and executing projects in essential areas like health and education. This shift illustrates how development has moved from a purely government-led activity to one involving significant private sector participation and resources.

267. (B) Deep community connections and sector-specific expertise.
Non-governmental organizations play a vital role in development due to their specialized knowledge and strong ties to local populations. Their proximity to the communities they serve allows them to design targeted campaigns that address specific needs effectively. This localized expertise makes them essential partners in implementing large-scale social programs that require nuanced understanding and direct engagement with the general public.

268. (A) Development initiatives involve collaboration between government, corporates, and NGOs.
The contemporary landscape of development communication is characterized by complex partnerships between various entities. Government bodies, international agencies, corporations, and non-profit organizations

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work together to achieve common goals. This collaborative approach allows for the pooling of financial resources, technical expertise, and local networks, moving beyond traditional models where the state was the sole provider of all development services.

269. (C) It has moved development beyond a state-centric model to one of partnership.
The rise of non-state actors has significantly altered how social change is pursued, transitioning from a government-exclusive process to a collaborative framework. By introducing diverse funding sources and implementation strategies, these actors have created new paradigms of accountability. This evolution highlights a move toward multisectoral partnerships, where the state coordinates with various external organizations to drive national development goals.

270. (D) A corporate-funded, NGO-implemented, and government-supported campaign.
A health campaign that receives funding through corporate social responsibility, is executed on the ground by local non-profits, and receives technical support from the government exemplifies modern development strategy. This synergy leverages the strengths of each participant, ensuring that financial resources, operational capacity, and official policy alignment come together to maximize the positive impact of social welfare initiatives.

271. (C) As instrumental and monologic.
The initial approach to development communication was characterized by its one-way nature, where media was used primarily as a tool for instruction. This monologic style lacked room for dialogue, positioning experts as the sole providers of information. It viewed communication instrumentally, aiming to persuade audiences to adopt modern values without considering their existing knowledge or unique social contexts.

272. (B) Modernization and knowledge transfer.
The early discourse in development communication focused heavily on the idea that developing nations needed to acquire Western knowledge to progress. This model emphasized the transfer of technology and modern values from experts to those perceived as needing education. The narrative framed development as a process of catching up with the West through the systematic adoption of external information.

273. (D) It views communication as a process of social interaction and dialogue.
The participatory paradigm shifts the focus from simple information transmission to meaningful social interaction. It emphasizes the importance of two-way communication and dialogue between all stakeholders. By creating spaces for discussion, this approach allows communities to analyze their own realities and collectively decide on the best path forward, valuing mutual understanding over top-down instruction or one-sided persuasion methods.

274. (A) A facilitator who helps communities act for change.
Within the participatory model, the communication specialist no longer acts as a rigid director or expert source. Instead, the professional serves as a facilitator who supports the community's own development process. This role involves fostering dialogue, helping people identify their priorities, and encouraging collective action, thereby shifting the power of decision-making from external experts to the actual community members.

275. (C) From a focus on transmitting information to a focus on empowering communities.
The evolution of development communication represents a fundamental move from an information-centric model to an empowerment-centric one. While early efforts focused on the efficient delivery of messages to a passive audience, modern approaches prioritize the transformation of social relationships. This shift emphasizes giving people the agency to control their own development, fostering long-term sustainability through active community participation.

276. (A) Transnational networks of citizens and movements operating outside state structures.
Global civil societies are composed of various non-governmental groups and social movements that operate across national borders. These networks are built around shared values such as human rights and environmental protection. By

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R. Feature Syndicate
S. Transcreation

List II: (Description)
1. Structure for writing hard news.
2. Criteria for selecting and ranking news stories.
3. Creative adaptation of a message for a new market.
4. Distributor of non-breaking news content.

(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-1, R-4, S-3
(C) P-2, Q-4, R-1, S-3
(D) P-4, Q-1, R-2, S-4

28. In the context of television news presentation, what does a 'lower third' typically display?
(A) The channel's logo and current time.
(B) The name and title of the person speaking.
(C) Breaking news headlines in a ticker.
(D) Weather information for the next 24 hours.

29. An ethical dilemma in reporting arises when:
(A) A reporter verifies all facts from multiple sources.
(B) An editor corrects a grammatical mistake in a story.
(C) The public's right to know conflicts with an individual's right to privacy.
(D) A news organization reports on a positive community event.

30. The critique that Western news agencies focus on negative events in developing countries is related to the concept of:
(A) Development journalism
(B) Citizen journalism
(C) Interpretative reporting
(D) 'Coups and earthquakes' syndrome

31. Read the given statements regarding linguistic adaptation and select the correct option.
Statement I: Translation involves a literal, word-for-word conversion of text from one language to another.
Statement II: Transcreation focuses on conveying the same emotional response and implicit meaning in the target language, even if it requires significant changes to the original text.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

32. What is the fundamental role of a national news agency?
(A) To provide entertainment programming.
(B) To act as a wholesaler of news for other media outlets.
(C) To regulate the content of all newspapers in a country.
(D) To publish a single, official government newspaper.

33. Which of the following is an example of an international news agency?
(A) Press Trust of India (PTI)
(B) Associated Press (AP)
(C) United News of India (UNI)
(D) Samachar Bharati

34. Read the following assertion and reason and select the correct option.
Assertion (A): Reporting for radio requires vivid and descriptive language.
Reason (R): Since radio is a purely auditory medium, the reporter must create "word pictures" to help the listener visualize the event.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

35. The professional expectation that journalists should be detached and free from bias in their reporting is known as:
(A) Advocacy
(B) Sensationalism
(C) Objectivity
(D) Subjectivity

36. Which of the following factors best describes the news value of 'timeliness'?
(A) The story involves a well-known personality.
(B) The story affects a large number of people.
(C) The story is geographically close to the audience.
(D) The story is about a recent or ongoing event.

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285. (C) They both effectively used print media and institution-building for social change.
Both reformers recognized that lasting social transformation required the strategic use of communication tools. They utilized journalism to shape public opinion and founded institutions to ensure the long-term spread of their ideas. This multifaceted approach allowed them to challenge orthodoxies and build a new social consciousness, demonstrating the power of structured communication and institutional foundations in driving reform.

286. (D) A fiery, assertive style using traditional religious symbolism.
Bal Gangadhar Tilak employed a bold and confrontational approach to communication to inspire political resistance. He frequently used religious and cultural symbols, such as festivals, to create a sense of unity and national pride among the masses. This assertive style was intended to mobilize the public against colonial rule by appealing to their collective identity and sparking political awakening.

287. (C) 'Kesari' and 'The Mahratta'.
Tilak utilized his newspapers as central platforms for disseminating nationalist ideas and criticizing British governance. Published in both Marathi and English, these periodicals allowed him to reach different segments of the population. Through these publications, he used powerful rhetoric to foster a spirit of opposition, making these journals essential tools in the early movement for Indian independence and mobilization.

288. (B) It was rooted in the principles of truth and non-violence.
Mahatma Gandhi's communication was fundamentally guided by moral and ethical principles rather than just political opposition. Unlike more confrontational styles, his approach emphasized the values of Satya and Ahimsa. This moral foundation shaped his tone and messaging, aiming to achieve social and political change through peaceful means and the moral persuasion of both his followers and his opponents.

289. (D) Through both his writings and his personal actions and lifestyle.
Gandhi's influence was not limited to his written words in journals; it was amplified by his personal conduct. He transformed his entire lifestyle into a symbolic language that resonated with the common person. By aligning his actions, such as simple living and participating in protests, with his philosophy, he created a powerful and credible form of communication that inspired millions.

290. (A) To achieve moral and social regeneration of the nation.
While political independence was a goal, Gandhi's communication primarily focused on the holistic improvement of the individual and society. He sought to reform social structures and moral character, believing that true progress required an internal transformation of the nation. This focus on regeneration made his communication a tool for comprehensive social change, encompassing health, sanitation, and the removal of inequalities.

291. (C) The denial of education to marginalized groups.
Mahatma Jyotiba Phule believed that the exclusion of certain social groups from the educational system was a primary method used to maintain caste dominance. He argued that without access to knowledge, marginalized communities remained trapped in cycles of oppression. Consequently, his communication efforts were focused on breaking this barrier, viewing education as the essential foundation for achieving social justice.

292. (A) Establishing schools for girls and marginalized children.
Phule recognized that practical action was as communicative as written words. By founding schools for those who were traditionally excluded from learning, he sent a powerful message against the prevailing social order. This institutional approach provided the means for actual social mobility and empowerment, demonstrating his commitment to dismantling the caste hierarchy through the direct provision of education for marginalized groups.

293. (D) To provide a communication platform for the concerns of the depressed classes.

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46. Match the journalistic terms in List I with their definitions in List II and select the correct option.

List I: (Term)

P. Lead/Lede

Q. Byline

R. Dateline

S. Copy

List II: (Definition)

1. The name of the reporter who wrote the story.
2. The opening paragraph of a news story.
3. The written text of a news story before it is typeset.
4. The line at the start of a story giving the location and date.

(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-2, S-1
(C) P-2, Q-1, R-4, S-3
(D) P-2, Q-3, R-1, S-4

47. When a news report goes beyond just stating facts and tries to explain the 'why' and 'how' of an event, it is called:
(A) Interpretative reporting
(B) Hard news reporting
(C) Investigative reporting
(D) String operation

48. A reporter who is permanently assigned to cover the Parliament of India is an example of a journalist practicing:
(A) General assignment reporting
(B) Niche reporting
(C) Foreign correspondence
(D) Freelance journalism

49. Read the following assertion and reason and select the correct option.

Assertion (A): Editing for television news is a fundamentally different process than editing for print.

Reason (R): Television editing involves the selection and sequencing of video and audio elements to create a coherent narrative, which is not a concern for print.

(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

50. The concept of 'news perspective' refers to:
(A) The underlying framework or ideology that shapes how news is selected and presented.
(B) The physical angle from which a photograph is taken.
(C) The font and layout used in a newspaper.
(D) The commercial breaks during a news broadcast.

51. Read the following news values.

I. Timeliness

II. Proximity

III. Prominence (if a famous Indian was involved)

IV. Consequence (if it impacts Indian interests)

V. Human Interest (if the story is unusually tragic or heroic)

Which of the above are most likely to make a minor traffic accident in a distant country a major news story in India?
(A) I and II only
(B) III, IV, and V
(C) II only
(D) All of the above

52. The professional responsibility of a journalist to correct errors promptly and visibly is known as:
(A) Gatekeeping
(B) Agenda-setting
(C) Sensationalism
(D) Accountability and correction

53. Which of the following is the best description of writing for digital news media?
(A) Lengthy, academic prose with complex sentences.
(B) A purely audio-based format with no written text.
(C) Concise, scannable content with clear subheadings and bullet points.
(D) A script that is read aloud without any accompanying visuals.

54. The rise of social media platforms has led to a phenomenon where individuals without traditional journalistic training can report on events, known as:
(A) Professional journalism
(B) Citizen journalism

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CHAPTER 03
Reporting and Editing

1. Which of the following best defines the concept of 'news'?
(A) A personal opinion shared on a social media platform.
(B) Any recently received information or a report about recent events.
(C) A fictional story intended for entertainment.
(D) An advertisement for a new product.

2. Identify the correct statement regarding the structure of a news report.
(A) The inverted pyramid structure prioritizes the most newsworthy information at the top.
(B) The most common structure for hard news is the chronological narrative.
(C) The inverted pyramid structure places the least important information at the beginning.
(D) The structure of a news report is irrelevant to its readability.

3. Read the given statements regarding reporting for different media and select the correct option.
Statement I: Reporting for radio primarily relies on strong visuals and graphics.
Statement II: Reporting for print media allows for greater detail and length compared to broadcast media.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

4. A news story about a major political scandal breaking in the nation's capital is an example of which primary news determinant?
(A) Proximity
(B) Human Interest
(C) Timeliness
(D) Prominence

5. Which of the following is NOT a primary function of a national news agency?
(A) To gather news from across the country.
(B) To distribute news stories to subscriber media outlets.
(C) To produce and broadcast its own television entertainment shows.
(D) To provide a comprehensive feed of national and regional events.

6. Match the media types in List I with their primary characteristics in List II and select the correct option.
List I: (Media Type)
P. Print Media
Q. Radio
R. Television
S. Digital Media
List II: (Primary Characteristic of Writing)
1. Writing for the ear, using conversational language.
2. Writing for scannability, incorporating hyperlinks.
3. Writing to complement visuals, often in a concise manner.
4. Writing in-depth narratives with detailed paragraphs.
(A) P-4, Q-1, R-3, S-2
(B) P-1, Q-4, R-2, S-3
(C) P-4, Q-2, R-1, S-3
(D) P-3, Q-1, R-4, S-2

7. The process of adapting a message from one language to another while maintaining its intent, style, tone, and context is known as:
(A) Translation
(B) Transcription
(C) Transliteration
(D) Transcreation

8. What is the most appropriate term for specialized areas of reporting that focus on specific subjects, such as health, technology, or environment?
(A) Niche Reporting
(B) General Reporting

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functioning independently of formal government structures, they provide a platform for citizens to organize and advocate for issues on an international level, influencing global social and political discourse.

277. (D) By mobilizing international opinion to pressure national governments.
Transnational networks can influence the internal policies of a country by generating international awareness and public pressure. When global civil societies focus on specific local issues, they can sway global opinion, which in turn forces national governments to reconsider their actions. This ability to exert external influence highlights a shift where state authority is increasingly monitored by a connected, global public.

278. (B) A government's decision on media censorship or internet freedom.
Issues regarding digital rights and media control are often subject to intense international scrutiny from human rights organizations. Such global attention can directly affect how a nation shapes its internal communication laws. This demonstrates how national policy-making is no longer a purely internal matter, as governments must navigate the expectations and criticisms of a connected, transnational and universal audience.

279. (C) A conceptual space for public discourse that transcends national borders.
The global public sphere refers to an abstract arena where people from different nations engage in debate and form collective opinions. Facilitated by modern digital networks and global media, this space allows for the discussion of issues that affect the entire world. In this sphere, discourse is not limited by geography, enabling a more universal conversation on social topics.

280. (D) The nation-state must navigate an environment where its policies are globally scrutinized.
Although nation-states remain significant political actors, they now operate within a highly transparent and interconnected communication environment. Their internal decisions are frequently evaluated by international organizations and global public opinion. Consequently, national policies must increasingly align with global standards and respond to transnational discourse, as the isolation of state actions has become nearly impossible in the modern digital era.

281. (A) Establishing journals and platforms for public debate.
Raja Rammohan Roy used journalism as a primary tool for social transformation, creating platforms where important societal issues could be discussed openly. By founding various journals, he provided a space for reasoned debate and the dissemination of reformist ideas. This approach allowed him to reach a wider audience and challenge traditional norms through the power of the written word.

282. (B) Sati, polygamy, and the caste system.
Through his editorial work and public advocacy, Raja Rammohan Roy specifically targeted regressive social practices. His journals were instrumental in highlighting the injustices of the caste system and the mistreatment of women, particularly regarding practices like Sati and polygamy. By bringing these issues to the forefront of public consciousness, he paved the way for legislative and social reforms in India.

283. (B) The employment of logical arguments and scriptural interpretations.
Roy's method of reform was deeply rooted in the use of reason and logic. He did not simply oppose traditional practices but instead provided detailed scriptural interpretations to support his calls for change. This strategy aimed to persuade his audience by showing that many social evils were not supported by core religious teachings, making his advocacy both intellectually grounded and relevant.

284. (A) By establishing newspapers and an educational institution.
Pandit Madanmohan Malviya utilized a combination of print media and institutional development to advance his vision for a modern India. By founding influential newspapers and a major university, he created sustainable channels for disseminating knowledge. These efforts were designed to blend traditional Indian values with modern scientific education, using communication to build a strong national identity and foster social progress.

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(A) I, V, III, IV, II
(B) V, I, IV, III, II
(C) I, III, V, II, IV
(D) II, IV, III, I, V

18. Which of the following is NOT considered a type of reporting?
(A) Plagiarized reporting
(B) Investigative reporting
(C) Interpretative reporting
(D) Advocacy reporting

19. In digital media, what presentation technique is used to guide readers to related articles or source material?
(A) B-roll footage
(B) Jump cuts
(C) Hyperlinking
(D) Cropping

20. Read the following assertion and reason and select the correct option.
Assertion (A): Ethical reporting requires journalists to avoid conflicts of interest.
Reason (R): Conflicts of interest can compromise a journalist's impartiality and damage their credibility.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

21. A news story about a single mother's struggle to provide for her children during an economic downturn would most strongly appeal to which news value?
(A) Conflict
(B) Prominence
(C) Human Interest
(D) Consequence

22. 'Transcreation' is a term most relevant in the context of:
(A) Reporting on specific scientific discoveries or research.
(B) Adapting creative content for different cultural markets.
(C) Editing raw video footage for a long-form documentary.
(D) The technical process of broadcasting a live event.

23. Read the following statements about the impact of new technology on global communication.
I. New technology has democratized content creation and dissemination.
II. It has increased the speed at which news travels globally.
III. It has eliminated the problem of misinformation and disinformation.
IV. It has made traditional news agencies entirely obsolete.
V. It has reinforced the dominance of a few Western media conglomerates.
Which of the above statements are correct?
(A) I and II only
(B) III, IV, and V
(C) I, II, and V
(D) All of the above

24. A reporter covering the health beat is an example of:
(A) Niche reporting
(B) General assignment reporting
(C) Parachute journalism
(D) Editorial writing

25. The primary purpose of editing in journalism is to:
(A) Increase the length of a news story.
(B) Change the reporter's original opinion.
(C) Ensure accuracy, clarity, and readability.
(D) Insert advertisements into the news content.

26. Which of the following is a key characteristic of reporting for digital media?
(A) The integration of multimedia elements like video and interactive graphics.
(B) A focus on long, unbroken blocks of text.
(C) A complete lack of deadlines due to the 24/7 nature of the web.
(D) The exclusion of user comments and engagement.

27. Match the concepts in List I with their descriptions in List II and select the correct option.
List I: (Concept)
P. News Values
Q. Inverted Pyramid

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Dr. B. R. Ambedkar established 'Mooknayak' to give a voice to those who were socially silenced. The newspaper served as a vital channel for highlighting the grievances and aspirations of marginalized groups. By creating this platform, he ensured that the concerns of the oppressed were heard in the public sphere, using journalism as a tool for political and social advocacy.

294. (B) By using the formal language of law to institutionalize equality and rights.
As the architect of the Indian Constitution, Ambedkar translated his social ideals into a legal framework. He used the language of law to formally establish the principles of equality and justice for all citizens. This ensured that the rights of marginalized communities were not just discussed in public discourse but were fundamentally protected by the highest legal authority in the nation.

295. (C) The challenging of caste hegemony and empowerment of the oppressed.
Both Phule and Ambedkar dedicated their lives to dismantling the hierarchical caste system through strategic communication. Their efforts were aimed at awakening the consciousness of marginalized groups and advocating for their fundamental rights. By combining intellectual critique with institutional building and legal frameworks, they sought to empower the oppressed and create a more equitable society based on human dignity.

296. (D) Undertaking 'padyatras' for direct dialogue with people.
Acharya Vinoba Bhave favored a highly personal and direct form of communication to promote land reform. By walking across the country and engaging in face-to-face conversations with landowners and peasants, he established a profound moral connection with the public. These foot marches served as a mobile platform for dialogue, allowing him to spread his message of voluntary sacrifice.

297. (A) A voluntary change of heart and mind.
The concept of 'hriday parivartan' refers to achieving social change through moral persuasion rather than legal force. Bhave believed that by appealing to an individual's conscience, he could inspire them to willingly give up land for the common good. This focus on internal transformation emphasizes communication as a spiritual and ethical tool capable of fostering compassion and harmony.

298. (B) Integral Humanism.
Deendayal Upadhyay developed the philosophy of Integral Humanism to provide a unique developmental vision for India. This framework sought to offer an alternative to prevailing foreign ideologies by rooting national progress in indigenous cultural values. His approach emphasized the interconnectedness of all aspects of human life, suggesting that true development must be holistic and culturally authentic to be effective.

299. (B) The Western models of capitalism and communism.
Upadhyay argued that both capitalism and communism were unsuitable for the Indian context because they were based on materialistic and external philosophies. His discourse offered a critique of these Western systems, advocating for a model that prioritized the spiritual and cultural needs of the individual. He believed that India needed a path that respected its own historical and social realities.

300. (A) The upliftment and rise of the last person in society.
The concept of 'Antyodaya' is a central pillar of Upadhyay's vision, focusing on the well-being of the most marginalized individuals. It suggests that the success of a development policy should be measured by its impact on the very last person in the social hierarchy. This audience-centric approach aims to ensure that progress reaches those who need it most.

37. Read the following elements related to digital media presentation.
I. Search Engine Optimization (SEO) for headlines.
II. Embedding social media posts.
III. Use of interactive charts and maps.
IV. Restricting access to content behind a permanent paywall.
Which of the above are key techniques for digital media?
(A) I and IV only
(B) II and III only
(C) I, II, and III
(D) All of the above

38. The reportage of contemporary issues like public health crises demands that journalists:
(A) Prioritize sensationalism to attract more viewers.
(B) Provide accurate, verified information from experts and avoid spreading panic.
(C) Rely solely on information provided by government officials.
(D) Avoid the topic altogether as it may be controversial.

39. The effect of new technology on global communication flows includes all of the following EXCEPT:
(A) The rise of citizen journalism.
(B) The potential for rapid spread of misinformation.
(C) The ability for diasporic communities to stay connected with their home countries.
(D) A complete return to traditional, centralized news gathering.

40. What is the primary focus of 'Niche Reporting'?
(A) Providing in-depth and specialized information on a particular topic.
(B) Covering only the biggest news stories of the day.
(C) Writing opinion columns and editorials.
(D) Reporting on events in a small, remote geographical area.

41. Arrange the following elements of the inverted pyramid news structure in the correct descending order of importance.
I. Background information and supporting details.
II. The most crucial and newsworthy information (Who, What, Where, When, Why).
III. Secondary details that add context.
(A) I, III, II
(B) II, III, I
(C) III, II, I
(D) II, I, III

42. In television news, what is the role of 'B-roll' footage?
(A) It is supplemental footage used to illustrate what the reporter or interviewee is talking about.
(B) It is the primary footage of the reporter speaking to the camera.
(C) It is the unedited, raw footage before any cuts are made.
(D) It is a blooper reel shown at the end of the broadcast.

43. Which of the following pairs is incorrectly matched?
(A) Print Reporting: In-depth analysis
(B) Radio Reporting: Use of soundbites
(C) Television Reporting: Visual storytelling
(D) Digital Reporting: Static, non-interactive content

44. The ethical principle of 'minimizing harm' in reporting suggests that a journalist should:
(A) Always publish private information if it is interesting.
(B) Be sensitive when dealing with victims of tragedy or crime.
(C) Never report on negative news.
(D) Only interview people who agree with the journalist's viewpoint.

45. A major critique of Western news values is that they overemphasize 'conflict' and 'negativity', leading to:
(A) A perfectly balanced and representative view of the world.
(B) An increase in positive diplomatic relations between countries.
(C) A distorted and overly pessimistic portrayal of foreign nations, particularly in the developing world.
(D) A focus on constructive and solution-oriented journalism.

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(C) Umbrella Reporting
(D) Editorial Reporting

9. Read the following assertion and reason and select the correct option.
Assertion (A): New technology, particularly the internet, has significantly altered global communication flows.
Reason (R): The internet allows for instantaneous, decentralized dissemination of information, bypassing traditional gatekeepers.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

10. Which of the following is an example of a contemporary issue that requires careful and ethical reportage?
(A) Climate change and its societal impact.
(B) The history of ancient civilizations.
(C) The plot of a recently released movie.
(D) The biography of a historical figure.

11. Identify the incorrect statement regarding editing for print media.
(A) Editing involves checking for grammatical errors and factual inaccuracies.
(B) Page layout and headline writing are key parts of the print editing process.
(C) Editors ensure the story adheres to the publication's style guide.
(D) The primary goal of print editing is to add special effects and animations.

12. Read the following statements about journalism as a profession.
I. It involves the gathering, assessing, creating, and presenting of news and information.
II. Professional journalists are not bound by any ethical codes.
III. The profession serves to inform the public and hold power accountable.
IV. Anyone who posts an opinion online is considered a professional journalist.
Which of the above statements are correct?
(A) I and III only
(B) II and IV only
(C) I, II, and III
(D) All of the above

13. A critique of Western news values often points out their tendency to be:
(A) Overly focused on non-Western cultures.
(B) Completely objective and free from cultural bias.
(C) Ethnocentric and prioritizing events in developed nations.
(D) Lacking in professionalism and structure.

14. The term 'determinants' of news is synonymous with:
(A) News sources
(B) News structure
(C) News reporters
(D) News values

15. What is a key difference in writing for print versus writing for television news?
(A) Television writing must be concise and complement visuals.
(B) Print writing is more conversational and brief.
(C) Print writing does not require fact-checking, unlike television.
(D) Television writing allows for more complex sentence structures.

16. Which of the following describes the function of a feature syndicate?
(A) Serving as a primary source for breaking news events.
(B) Distributing columns and features to various publications.
(C) Providing exclusive photography to national news agencies.
(D) Regulating news content through a central government body.

17. Arrange the following steps in a typical print news reporting and editing workflow in chronological order.
I. A reporter gathers information and writes the story.
II. The story is published in the newspaper.
III. A copy editor checks the story for errors and style.
IV. The editor decides on the story's placement and headline.
V. The story is sent to the editorial desk.

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(C) Corporate communication
(D) Feature syndication

55. Which of the following is a primary ethical concern in reportage of contemporary issues like communal tensions?
(A) Making the report as entertaining as possible.
(B) Focusing only on one side of the conflict.
(C) Using the most graphic images available, regardless of impact.
(D) Ensuring the report does not incite further violence or hatred.

56. The term 'gatekeeping' in the context of news refers to:
(A) The process of selecting, filtering, and controlling which stories get published.
(B) The process of physically guarding a newsroom.
(C) The process of writing headlines for news stories.
(D) The process of translating news from one language to another.

57. A reporter uncovering a hidden corporate scam through months of research is conducting:
(A) Interpretative reporting
(B) General news reporting
(C) Investigative reporting
(D) Opinion writing

58. Read the given statements regarding news providers and select the correct option.
Statement I: Feature syndicates primarily deal with time-sensitive, breaking news.
Statement II: News agencies are the main source of breaking news for many newspapers and broadcasters.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

59. The presentation technique of 'page dummy' or 'layout' is most crucial for which medium?
(A) Radio
(B) Television
(C) Podcasts
(D) Print Media

60. Arrange the following historical developments in communication in chronological order.
I. Rise of internet-based digital media.
II. Dominance of print newspapers as the primary source of news.
III. Invention of the telegraph, enabling rapid long-distance communication.
IV. Popularization of television news broadcasts.
(A) II, III, IV, I
(B) III, II, IV, I
(C) I, II, III, IV
(D) III, IV, II, I

61. Which of the following is a critique of the western news value 'prominence'?
(A) It provides a fair and balanced view of all members of society.
(B) It ensures that important issues affecting the masses are always covered.
(C) It leads to an overemphasis on the lives of celebrities and politicians, ignoring ordinary people.
(D) It is the most objective and scientific of all news values.

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62. In the context of reporting, 'perspective' can be influenced by:
(A) The reporter's personal background.
(B) The news organization's editorial policy.
(C) The cultural and political context.
(D) All of the above.

63. Which type of reporting has the primary goal of persuading the audience to adopt a certain viewpoint on an issue?
(A) Advocacy reporting
(B) Objective reporting
(C) Interpretative reporting
(D) Investigative reporting

64. Read the following assertion and reason and select the correct option.
Assertion (A): In digital media, headlines are often written to be "clickable" and shareable.
Reason (R): The business model of many digital news outlets relies on generating traffic and user engagement, which is driven by compelling headlines.
(A) Both A and R are true and R is the correct explanation of A.

104. Read the following functions and roles of news agencies.
I. To lower the cost of news gathering for individual media outlets.
II. To provide access to news from areas where outlets do not have correspondents.
III. To set a common agenda of important news stories.
IV. To exclusively create fictional content for entertainment.
V. To replace the need for local reporters entirely.
Which of the above are roles of national and international news agencies?
(A) IV and V only
(B) I, II, and III
(C) I, IV, and V
(D) All of the above

105. "Writing for the eye" is a phrase best describing the style for:
(A) Radio
(B) Print and Digital Media
(C) Podcasting
(D) Public speaking

106. Match the editing/presentation terms in List I with their associated medium in List II and select the correct option.
List I: (Editing/Presentation Term)
P. Jump Cut
Q. Dummy
R. Hyperlink
S. Soundbite
List II: (Associated Medium)
1. Digital Media
2. Print Media
3. Television
4. Radio/Television
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-2, R-1, S-4
(C) P-2, Q-3, R-4, S-1
(D) P-3, Q-1, R-2, S-4

107. The 'profession' of journalism implies:
(A) A commitment to a set of skills, standards, and public service.
(B) The ability to earn money by writing anything.
(C) A license granted by a government body.
(D) That only university graduates can be journalists.

108. Reporting on a complex contemporary issue like a pandemic requires journalists to balance:
(A) Speed and accuracy.
(B) Public interest and individual privacy.
(C) Scientific information and human stories.
(D) All of the above.

109. A significant effect of new technology on global communication flows is the reduction of the power of traditional:
(A) Audiences
(B) Gatekeepers
(C) Advertisers
(D) Niche reporters

110. Which statement is an example of a critique of Western news values?
(A) "Western news values are universally applicable and culturally neutral."
(B) "The focus on 'prominence' in Western news creates a more democratic public sphere."
(C) "The emphasis on 'conflict' can lead to a distorted, negative perception of other cultures."
(D) "Western news values have successfully eliminated all bias from reporting."

111. Reporting on the environment, covering topics like conservation, pollution, and climate policy, is a form of:
(A) General assignment reporting
(B) Niche reporting
(C) Paparazzi
(D) Editorial writing

112. The concept of news 'determinants' helps a journalist to:
(A) Decide if an event is newsworthy.
(B) Structure the final news report.
(C) Write a compelling headline.
(D) Edit a video package.

113. Arrange the typical stages of a television news story production in chronological order.
I. The editor assembles the video, audio, and graphics.
II. The reporter conducts interviews and shoots B-roll.
III. The anchor introduces the story on-air.

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74. A news report focusing on a local festival is strong on which news value?
(A) Proximity
(B) Conflict
(C) Prominence
(D) Consequence

75. Read the following statements about news structure.
I. The inverted pyramid is the only structure used in journalism.
II. Feature stories often use a narrative or chronological structure.
III. The structure of a news report for television is identical to that for print.
IV. The inverted pyramid helps readers who may not finish the entire article.
V. Digital news often uses a 'chunking' structure with multiple subheadings.
Which of the above statements are correct?
(A) I, II and III
(B) II, IV and V
(C) I and III only
(D) All of the above

76. The term 'reportage' encompasses:
(A) Only the act of writing the news story.
(B) The entire process of news gathering, reporting, and writing.
(C) Only the ethical considerations of journalism.
(D) The final published news product only.

77. Which of the following is a major challenge posed by new technology to the profession of journalism?
(A) The difficulty in finding information.
(B) The lack of audience for news content.
(C) The need to verify information in a fast-paced, digital environment.
(D) The slow pace of technological change.

78. Niche reporting is becoming more prevalent because:
(A) It is easier and requires less expertise than general reporting.
(B) Advertisers are not interested in specialized audiences.
(C) There are no more general news events to cover.
(D) Audiences are seeking specialized, in-depth information.

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79. Read the following assertion and reason and select the correct option.
Assertion (A): Simple translation is often insufficient for advertising and marketing slogans.
Reason (R): Transcreation is required to ensure the slogan resonates culturally and emotionally with the target audience, which a literal translation may fail to do.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

80. A key difference in editing for television compared to print is the focus on:
(A) Grammar and spelling.
(B) Pacing and rhythm of the visual sequence.
(C) Adherence to a style guide.
(D) Headline writing.

81. Which of the following best defines a 'news perspective'?
(A) The physical location from where a report is filed.
(B) The ideological or structural framework that guides news selection and presentation.
(C) A summary of the day's main news events.
(D) The specific type of camera lens used in television reporting.

82. Identify the incorrect pair regarding reporting for different media.
(A) Digital – Slow, weekly updates
(B) Print – Detailed text
(C) Radio – "Word pictures"
(D) Television – Importance of visuals

83. The process of making sure a translated text is not just linguistically correct but also culturally appropriate and effective is called:
(A) Transliteration
(B) Transcription
(C) Transcreation
(D) Automation

84. In presentation techniques for television, a 'cut' is:
(A) A gradual transition from one scene to another.
(B) A graphic that appears at the bottom of the screen.
(C) The removal of a segment for legal reasons.
(D) An instantaneous switch from one shot to another.

85. Which of the following is a central tenet of the ethics of reporting?
(A) The journalist's primary obligation is to their employer's commercial interests.
(B) The journalist's primary obligation is to the government.
(C) The journalist's primary obligation is to the truth.
(D) The journalist's primary obligation is to personal fame.

86. Match the news agencies in List I with their primary country of origin/operation in List II and select the correct option.
List I: (News Agency)
P. Reuters
Q. Associated Press (AP)
R. Press Trust of India (PTI)
S. Agence France-Presse (AFP)
List II: (Primary Country of Origin/Operation)
1. United States
2. India
3. United Kingdom
4. France
(A) P-3, Q-1, R-2, S-4
(B) P-1, Q-3, R-4, S-2
(C) P-3, Q-2, R-1, S-4
(D) P-4, Q-1, R-2, S-3

87. A critique of Western news values suggests that they often fail to adequately cover:
(A) Celebrity scandals in Hollywood.
(B) The U.S. presidential elections.
(C) Sporting events like the Olympics and the FIFA World Cup.
(D) Systemic, long-term processes like poverty and development in the Global South.

88. The effect of new technology on global communication can be described as:
(A) Creating a more complex, multi-directional flow of information.
(B) Reinforcing the one-way flow of information from West to East.
(C) Eliminating all forms of government censorship.
(D) Making news production more expensive and slower.

89. A journalist who covers a wide variety of topics as they occur, without a specific specialization, is known as a:
(A) Niche reporter
(B) Columnist
(C) General assignment reporter
(D) Copy editor

90. Arrange the following reporting types in order from most objective to potentially most subjective.
I. Advocacy Reporting
II. Hard News Reporting
III. Interpretative Reporting
(A) I, III, II
(B) II, I, III
(C) II, III, I
(D) III, II, I

91. Read the following news determinants.
I. Proximity refers to both geographical and psychological closeness.
II. Prominence means that events involving well-known people are more newsworthy.
III. Conflict, whether physical, social or political, is a key news value.
IV. The number of news values is fixed at three and universally accepted.
Which of the above statements are correct?
(A) I and II only
(B) I, II, and III
(C) III and IV only
(D) All of the above

92. The "inverted pyramid" structure is most useful for:
(A) The reader, who can grasp the main points quickly.
(B) All of the above.
(C) The editor, who can cut the story from the bottom without losing essential facts.
(D) The reporter, who has a clear structure to follow for breaking news.

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93. The writing style for radio news should be:
(A) Formal and academic.
(B) Rich in complex data and statistics.
(C) Conversational and easy to understand on first hearing.
(D) Identical to the writing style for a legal document.

94. What is the primary role of a feature syndicate?
(A) To provide up-to-the-minute breaking news.
(B) To conduct investigative journalism on behalf of the government.
(C) To accredit journalists for international assignments.
(D) To sell "soft" content like columns, puzzles, and comics to multiple media outlets.

95. Read the following assertion and reason and select the correct option.
Assertion (A): Professional journalists are expected to maintain independence from those they cover.
Reason (R): This independence allows journalists to report without fear or favour and to serve as a watchdog over the powerful.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

96. When editing for digital media, a key consideration is:
(A) Ensuring the story has no pictures or videos.
(B) How the story appears on different screen sizes (responsive design).
(C) Making the article as long as possible.
(D) Removing all external links.

97. An important ethical principle for reporting on contemporary social issues is:
(A) To only interview government spokespersons.
(B) To give voice to the voiceless and marginalized.
(C) To avoid controversial topics entirely.
(D) To present the issue as a form of entertainment.

98. The term 'global communication flows' refers to:
(A) The way information and media content moves between countries and regions.
(B) The movement of people across international borders.
(C) The patterns of international trade and commerce.
(D) The physical flow of rivers that cross national boundaries.

99. Science reporting, sports reporting, and political reporting are all examples of:
(A) Yellow journalism
(B) Checkbook journalism
(C) Niche reporting
(D) Paparazzi

100. Read the given statements regarding Western news values and select the correct option.
Statement I: A critique of Western news values argues they promote a form of cultural imperialism.
Statement II: This critique is based on the idea that Western media can impose their cultural norms and perspectives on other societies through news.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

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101. Which of the following is NOT a 'determinant' or 'value' of news?
(A) Timeliness
(B) Proximity
(C) Consequence
(D) The reporter's salary

102. A news story's structure can be described as its:
(A) Political leaning.
(B) Organizational pattern.
(C) Factual accuracy.
(D) Source attribution.

103. Reporting for television news is unique because it combines which three elements?
(A) Text, sound, and still images.
(B) Audio, moving images, and text/graphics.
(C) Live performance, audience, and script.
(D) Smell, taste, and touch.

(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

65. A 'soundbite' is a characteristic element of reporting for:
(A) Print newspapers
(B) Radio and Television
(C) Academic journals
(D) Long-form essays

66. The process of fact-checking, correcting grammar, and ensuring a story conforms to style is called:
(A) Copy editing
(B) Transcreation
(C) Syndication
(D) Reporting

67. Read the following actions by a journalist.
I. Accepting a valuable gift from a source.
II. Verifying information with multiple independent sources.
III. Using a hidden camera without a compelling public interest justification.
IV. Clearly distinguishing between news reports and opinion columns.
Which of the above actions uphold the ethics of reporting?
(A) I and III
(B) II and IV
(C) I, II and III
(D) II, III and IV

68. The impact of new technology on journalism as a profession has resulted in:
(A) A decrease in the need for traditional journalistic skills like writing and verification.
(B) The complete elimination of ethical considerations.
(C) A slower, less demanding news cycle.
(D) The emergence of new roles like 'social media editor' and 'data journalist'.

69. A reporter specializing in covering the Indian stock market and corporate finance is an example of:
(A) Political reporting
(B) Sports reporting
(C) Niche reporting (Business)
(D) General assignment reporting

70. Match the ethical issues in List I with their descriptions in List II and select the correct option.
List I: (Ethical Issue)
P. Plagiarism
Q. Fabrication
R. Conflict of Interest
S. Bias
List II: (Description)
1. Inventing sources or information.
2. Presenting someone else's work as one's own.
3. A situation where personal interests could compromise professional duties.
4. A prejudice that prevents impartial judgment.
(A) P-2, Q-1, R-3, S-4
(B) P-1, Q-2, R-4, S-3
(C) P-2, Q-3, R-1, S-4
(D) P-3, Q-4, R-2, S-1

71. Which statement accurately describes the function of international news agencies in global communication flows?
(A) They only report news from their country of origin.
(B) They are funded and controlled by the United Nations.
(C) They focus exclusively on positive news stories to promote world peace.
(D) They gather news from around the world and distribute it to a global client base.

72. The use of 'subheads', 'bullet points', and 'short paragraphs' are presentation techniques primarily aimed at improving readability in:
(A) Digital media articles
(B) Radio news bulletins
(C) Television news scripts
(D) Academic research papers

73. The 'lead' or 'lede' of a news story is designed to:
(A) Give the reporter's personal opinion.
(B) Provide detailed background and historical context.
(C) Summarize the most important information and hook the reader.
(D) List all the sources used in the story.

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IV. The reporter writes the script.
(A) II, IV, I, III
(B) IV, II, III, I
(C) I, II, IV, III
(D) II, I, III, IV

114. The term 'perspective' in news implies that:
(A) News is a constructed reality shaped by various factors.
(B) News is a perfect mirror of reality.
(C) All news reports are equally valid and true.
(D) Facts are irrelevant to the news process.

115. A key difference between a news agency and a feature syndicate is:
(A) News agencies focus on hard, timely news; syndicates on "evergreen" features.
(B) News agencies are non-profit; syndicates are for-profit.
(C) News agencies operate locally; syndicates operate internationally.
(D) There is no difference; the terms are interchangeable.

116. Read the following assertion and reason and select the correct option.
Assertion (A): Writing for online news media requires an understanding of how users read on screens.
Reason (R): People tend to scan web pages rather than read them linearly, making subheadings, bullet points, and short paragraphs effective.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

117. The process of meticulously checking facts, names, and numbers in a news report before publication is a core part of:
(A) The editing process.
(B) The transcreation process.
(C) The syndication process.
(D) The advertising process.

118. Which of the following constitutes a major ethical breach in reporting?
(A) Attributing a quote to a named source.
(B) Inventing a source to support a claim.
(C) Correcting a factual error in a previous report.
(D) Using public records to investigate a politician.

119. The concept of "imbalance in global communication flows" was central to the debates around the:
(A) New World Information and Communication Order (NWICO).
(B) General Agreement on Tariffs and Trade (GATT).
(C) Formation of the United Nations.
(D) Universal Declaration of Human Rights.

120. A journalist who chooses to specialize in legal affairs and court proceedings is engaged in:
(A) Tabloid journalism
(B) Parachute journalism
(C) Niche reporting
(D) Citizen journalism

121. Read the following news elements.
I. Timeliness
II. Proximity
III. Conflict
IV. The reporter's mood
Which of the above are considered core 'news values'?
(A) I and II only
(B) I, II, and III
(C) IV only
(D) All of the above

122. In print media, the process of arranging text and images on a page is known as:
(A) Sound mixing
(B) Layout and design
(C) Video editing
(D) Transcreation

123. Read the given statements regarding journalism and select the correct option.
Statement I: Journalism as a profession is solely about expressing personal opinions.
Statement II: Professional journalism involves a discipline of verification and an allegiance to factual accuracy.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.

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144. The rise of digital media has led to a greater emphasis on what kind of presentation techniques?
(A) Static text and black-and-white photos.
(B) Interactive graphics, videos, and user-generated content integration.
(C) Long-form audio-only content without any text.
(D) Thick, glossy paper and high-quality ink.

145. Read the following statements about news agencies.
I. They act as wholesalers of news.
II. They increase the diversity of news available to local papers.
III. Reuters and Associated Press are examples of international news agencies.
IV. They are a relatively recent invention, created after the internet.
Which of the above statements are correct?
(A) I and IV only
(B) I, II, and III
(C) II and III only
(D) All of the above

146. 'Writing for the ear' is a guiding principle for which medium?
(A) Print
(B) Radio
(C) Mime
(D) Sculpture

147. A primary goal of editing a news story is to enhance:
(A) Ambiguity
(B) Clarity
(C) Confusion
(D) The word count

148. The concept of journalism as a 'profession' is tied to its role as a:
(A) Form of entertainment.
(B) Lucrative business venture.
(C) 'Fourth Estate' or watchdog of democracy.
(D) Government propaganda arm.

149. The 'digital divide' is an important concept when analyzing the effect of new technology on global communication flows because:
(A) It highlights the inequality in access to technology between different populations.
(B) It refers to the gap between analogue and digital signals.
(C) It ensures everyone has equal access to information.
(D) It is a software used for video editing.

150. A critique of Western news values being applied globally is that they can be:
(A) Culturally sensitive and adaptive.
(B) Financially beneficial for all countries.
(C) A form of 'information imperialism'.
(D) Universally accepted without issue.

151. Which of the following is NOT a type of niche reporting?
(A) Health reporting
(B) Technology reporting
(C) Everything reporting
(D) Environmental reporting

152. Match the news values in List I with their examples in List II and select the correct option.
List I: (News Value)
P. Prominence
Q. Proximity
R. Human Interest
S. Consequence
List II: (Example)
1. A story about a stray dog that travels 100km to find its owner.
2. A water pipe bursts, flooding a street in your city.
3. The Prime Minister catches a cold.
4. A new law will affect the pensions of 1 million citizens.
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-2, R-1, S-4
(C) P-2, Q-3, R-4, S-1
(D) P-4, Q-1, R-2, S-3

153. Read the following assertion and reason and select the correct option.
Assertion (A): The role of the editor has become more complex in the digital age.
Reason (R): Besides traditional skills, a digital editor must also consider SEO, social media engagement, multimedia integration, and real-time analytics.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct

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editing is done for print.

133. The structure of a typical news report for radio is often characterized by:
(A) Long, complex sentences and subordinate clauses.
(B) Short, declarative sentences that are easily understood.
(C) A large amount of statistical data read out loud.
(D) A lack of sound effects or ambient noise.

134. National news agencies play a crucial role in a country's media ecosystem by:
(A) Providing a shared pool of news content, fostering national awareness.
(B) Controlling and censoring all media content.
(C) Exclusively covering international events.
(D) Functioning as the government's official public relations wing.

135. The concept that distinguishes simple 'translation' from 'transcreation' is the focus on:
(A) Emotional and cultural resonance.
(B) Grammatical accuracy only.
(C) Literal word-for-word equivalence.
(D) The speed of the process.

136. Read the following assertion and reason and select the correct option.
Assertion (A): A newspaper editor holds significant power in shaping the public's perception of reality.
Reason (R): Through the selection and placement of stories, headlines, and photographs, the editor influences which issues and events the public considers important.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

137. Which of the following is a key component of ethical reportage?
(A) Independence
(B) Impartiality
(C) Accountability
(D) All of the above

138. The argument that global news flow is dominated by a few Western-based agencies is a central point in the:
(A) Guide to television presentation techniques.
(B) Critique of Western news dominance.
(C) Manual for niche reporting.
(D) Defence of Western news values.

139. A reporter specializing in food and restaurant reviews is practicing:
(A) Niche reporting
(B) Political reporting
(C) Investigative reporting
(D) Foreign correspondence

140. Which of the following is the LEAST likely to be considered 'news'?
(A) A declaration of war.
(B) The daily sunrise.
(C) The results of a national election.
(D) The discovery of a new planet.

141. The inverted pyramid is a news structure. What does the base of the pyramid contain?
(A) The most essential information.
(B) The lead paragraph.
(C) The least important details.
(D) The reporter's byline.

142. Arrange the following media in the order of their historical emergence as mass news platforms.
I. Television
II. Radio
III. Internet
IV. Print Newspaper
(A) IV, II, I, III
(B) II, IV, I, III
(C) IV, I, II, III
(D) I, II, III, IV

143. Which of the following is an example of an ethical dilemma in the reportage of contemporary issues?
(A) Deciding whether to use a graphic image of a victim, balancing public interest with respect for the individual.
(B) Deciding which font to use for a headline.
(C) Choosing between two grammatically correct sentences.
(D) Fact-checking a politician's statement.

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(D) Statement I is false, but Statement II is true.

124. The term 'ethnocentrism' as a critique of Western news values refers to:
(A) The tendency to view the world and judge events from the perspective of one's own culture.
(B) The practice of reporting on diverse ethnic groups with equal importance.
(C) A news value that prioritizes stories about ethics and morality.
(D) The belief that all cultures are equal and should be represented as such.

125. The advent of 24/7 news channels and the internet has significantly impacted the news cycle, making it:
(A) Slower and more deliberate.
(B) Faster and more continuous.
(C) Less competitive.
(D) Irrelevant to the public.

126. Which type of reporting requires a journalist to develop deep knowledge in a specific area like technology or medicine?
(A) Niche Reporting
(B) General Assignment Reporting
(C) Accidental Reporting
(D) Editorial Reporting

127. Which of the following is the best example of a story with the news value of 'consequence'?
(A) A celebrity gets a new haircut.
(B) A new government policy that will raise taxes for millions of people.
(C) A cat is rescued from a tree.
(D) A local painter opens a new exhibition.

128. Match the actions in List I with their journalistic processes in List II and select the correct option.
List I: (Action)
P. Writing a headline and arranging a story on a page.
Q. Adapting a creative campaign for a new cultural context.
R. Gathering facts and interviewing sources for a story.
S. Selling a comic strip to hundreds of newspapers.
List II: (Journalistic Process)
1. Reporting
2. Feature Syndication
3. Print Editing/Presentation
4. Transcreation
(A) P-3, Q-4, R-1, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-3, Q-1, R-4, S-2
(D) P-4, Q-3, R-2, S-1

129. In digital media presentation, using an 'infinite scroll' feature is a technique to:
(A) Increase user engagement by continuously loading new content.
(B) Force the user to click to the next page.
(C) Hide the most important information.
(D) Ensure the website is not accessible on mobile devices.

130. A journalist's refusal to reveal a confidential source is a classic example of a conflict between:
(A) Ethics and law.
(B) Editing and reporting.
(C) Print and television.
(D) National and international news.

131. Read the following statements about the impact of new technology on journalism.
I. It has created new platforms for news distribution.
II. It has introduced new tools for storytelling, like data visualization.
III. It has increased the challenge of monetization for traditional news outlets.
IV. It has completely eliminated the need for ethical standards.
V. It has made journalism a less skilled profession.
Which of the above statements are correct?
(A) I, II, and III
(B) III, IV, and V
(C) I and IV only
(D) All of the above

132. The primary difference between reporting and editing is that:
(A) Reporting is about gathering information, while editing is about refining it for publication.
(B) Editing happens before reporting.
(C) Only reporters need to be ethical, not editors.
(D) Reporting is done for television, while

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explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

154. The process of rewriting a news story from a wire service to fit a local newspaper's style and space is a form of:
(A) Reporting
(B) Editing
(C) Transcreation
(D) Fabrication

155. Read the given statements regarding the ethics of reporting and select the correct option.
Statement I: The ethics of reporting are legally binding in all countries and enforced by an international police force.
Statement II: The ethics of reporting are a set of professional principles and standards that are often self-enforced by news organizations and professional bodies.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

156. The flow of news and information from developed 'core' nations to developing 'peripheral' nations is a key theme in:
(A) Dependency Theory and critique of global communication.
(B) The history of printing technology.
(C) The study of radio acoustics.
(D) A guide to sports journalism.

157. The primary audience for a national news agency's output is:
(A) The general public.
(B) Other news organizations.
(C) The government.
(D) Foreign spies.

158. Reporting that focuses on in-depth analysis of a specific sector like the arts, education or law is called:
(A) Yellow journalism
(B) Niche reporting
(C) Paparazzi
(D) General news coverage

159. The 'byline' on a news article serves to:
(A) Provide the location of the story.
(B) Identify the author of the article.
(C) Summarize the article's main point.
(D) State the publication date.

160. Which of the following is an example of a presentation technique specific to digital media?
(A) A printed photograph.
(B) An audio interview.
(C) A 'photo gallery' that a user can click through.
(D) A newspaper headline.

161. An important characteristic of writing for broadcast (radio and TV) is:
(A) The avoidance of all attribution.
(B) The use of attribution at the beginning of a sentence (e.g., "Police say...").
(C) The use of attribution at the end of a sentence.
(D) The use of footnotes and endnotes.

162. A reporter who accepts money from a company to write a positive story about them is violating the ethical principle of:
(A) Speed
(B) Independence
(C) Brevity
(D) Timeliness

163. The term "newshole" in print journalism refers to:
(A) The space in the newspaper available for news content after advertisements are placed.
(B) A factual error in a news story.
(C) A place where old newspapers are stored.
(D) The main headline on the front page.

164. Read the following characteristics of media writing.
I. Use of keywords for search engine visibility.
II. Encouragement of user comments and feedback.
III. Scannable text with short paragraphs.
IV. Integration of embedded videos and links.
V. A publication schedule that is strictly once per day at 6 a.m.
Which of the above are associated with digital news?
(A) I, II, III, and IV

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of media reports. These values include timeliness, proximity, conflict, prominence, human interest, consequence, and novelty. The structure of a news report, particularly in print journalism, has traditionally followed the 'inverted pyramid' model, where the most crucial information is presented at the beginning, followed by details of diminishing importance. This structure facilitates quick comprehension and allows for easy trimming of the story from the bottom up during editing. However, different perspectives on news exist; for instance, a developmental journalism perspective might prioritize news that contributes to national development goals over stories that merely cater to conflict or human interest. The perspective adopted by a news organization significantly influences which events are deemed newsworthy and how they are framed for the audience. The choice to highlight the prominence of individuals involved versus the consequence of the event on the community reflects a deep--seated ideological or editorial stance, making the process of news selection a complex interplay of professional norms and underlying values. The universality of these values, however, remains a subject of academic and professional debate, especially in a global context.

Based on the above source, attempt the following five questions.

251. Which of the following best describes the primary function of the 'inverted pyramid' structure in news writing?
(A) To create narrative suspense and engage the reader emotionally.
(B) To present the most critical information first for rapid reader understanding and editorial convenience.
(C) To prioritize detailed background information over the main event.
(D) To ensure that all perspectives on an issue are given equal weight at the beginning of the report.

252. According to the passage, a news report that focuses on a government's new agricultural policy and its potential to improve crop yields would most likely be influenced by which perspective?
(A) A developmental journalism perspective.
(B) A conflict-oriented perspective.
(C) A human interest perspective.
(D) A prominence-focused perspective.

253. The passage suggests that the selection of news is:
(A) A purely objective process based on a fixed set of universal rules.
(B) Primarily driven by the novelty and unusualness of an event.
(C) A subjective process influenced by editorial stances and underlying values.
(D) Entirely dependent on the geographical proximity of the event to the audience.

254. Consider the following news values mentioned in the text:
(A) Consequence
(B) Prominence
(C) Timeliness
(D) Conflict
A story about a sudden policy change announced by a famous political leader that affects millions of citizens would strongly exhibit which combination of these values?
(A) (B) and (D) only.
(B) (A) and (D) only.
(C) (C) and (D) only.
(D) (A), (B), and (C) only.

255. What can be inferred from the passage about the concept of 'news values'?
(A) They are static and have remained unchanged over time.
(B) Their application is uniform across all news organizations worldwide.
(C) They are tools that help journalists make judgments about newsworthiness.
(D) They are exclusively concerned with the entertainment aspect of news.

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Direction : Please read the following source carefully.

The practice of reporting varies significantly across different media platforms, demanding distinct skill sets and approaches for print, radio, television, and digital media. Reporting for print allows for depth, detail, and complexity, as journalists can use extensive text to explore nuances and provide background context. The written word is permanent, and the reporter must ensure accuracy and clarity. In contrast, reporting

interests of powerful nations.
IV. They are always perfectly objective and fair.
Which of the above statements are valid?
(A) I and IV only
(B) I, II, and III
(C) IV only
(D) II and III only

177. Match the journalism roles in List I with their primary tasks in List II and select the correct option.
List I: (Journalism Role)
P. Reporter
Q. Copy Editor
R. Photojournalist
S. Columnist
List II: (Primary Task)
1. Captures news events through images.
2. Expresses personal opinion on a regular basis.
3. Gathers information and writes the initial news story.
4. Checks text for grammar, style, and accuracy before publication.
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-1, S-2
(C) P-3, Q-1, R-4, S-2
(D) P-2, Q-4, R-1, S-3

178. What is the main purpose of a lead in a news story?
(A) To provide a detailed history of the event.
(B) To deliver the most important facts of the story immediately.
(C) To give the reporter's opinion.
(D) To list the sources used.

179. A story about a scientific breakthrough that could cure a common disease is high in which news value?
(A) Prominence
(B) Proximity
(C) Consequence
(D) Novelty

180. The ability of new technology to bypass traditional media gatekeepers is a major factor in the rise of:
(A) The inverted pyramid structure.
(B) Citizen journalism and user-generated content.
(C) Print newspaper circulation.
(D) The cost of international news gathering.

181. In the context of journalism as a profession, 'accountability' means:
(A) Journalists and their organizations are responsible for the accuracy and fairness of their work.
(B) Journalists are accountable only to their advertisers.
(C) Journalists can never make mistakes.
(D) Journalists must get government approval before publishing.

182. Which of the following is a characteristic of 'Niche Reporting'?
(A) A broad, superficial coverage of many topics.
(B) A deep, specialized knowledge of a specific field.
(C) Reporting only on good news.
(D) Reporting only for a very small, local community.

183. Read the given statements regarding presentation techniques and select the correct option.
Statement I: In television, presentation techniques include the use of graphics, camera angles, and editing.
Statement II: In print, presentation techniques are limited to the choice of font and do not include layout or photos.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

184. The phrase "If it bleeds, it leads" is a cynical comment on the perceived overemphasis on which news value?
(A) Timeliness
(B) Proximity
(C) Conflict and drama
(D) Prominence

185. A key consideration when writing for an international audience is to avoid:
(A) Facts and figures.
(B) Culturally specific idioms and references that may not translate well.
(C) Simple language.

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(D) Short sentences.

186. The primary function of an international news agency like Reuters or AP is to:
(A) Serve as a news source for other media organizations.
(B) Publish a daily newspaper in every country.
(C) Regulate journalism ethics worldwide.
(D) Produce Hollywood movies.

187. Read the following assertion and reason and select the correct option.
Assertion (A): A strong ethical framework is crucial for the credibility of the journalism profession.
Reason (R): Without ethical guidelines concerning truth, fairness, and independence, journalism can lose public trust and fail in its role as a reliable source of information.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

188. Which of the following best describes 'interpretative reporting'?
(A) Simply stating the facts of an event without context.
(B) Explaining the meaning and significance of an event, providing context and analysis.
(C) Inventing details to make a story more interesting.
(D) Reporting that is based solely on the reporter's opinion.

189. Which sequence correctly shows the flow of information in a traditional news ecosystem?
(A) News Agency → Newspaper → Reader
(B) Reader → Newspaper → News Agency
(C) Newspaper → Reader → News Agency
(D) News Agency → Reader → Newspaper

190. In television production, a 'storyboard' is a presentation technique used during the planning stage to:
(A) Visualize the sequence of shots and camera angles.
(B) Write the final script for the anchor.
(C) Check the spelling and grammar of the lower-thirds.
(D) Design the studio lighting.

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191. Arrange the following roles in the logical order of a news story's production for a newspaper.
I. Copy Editor
II. Reader
III. Reporter
IV. Layout Designer
(A) III, I, IV, II
(B) III, IV, I, II
(C) I, III, II, IV
(D) II, III, I, IV

192. One of the main effects of new technology on global communication flows is:
(A) The recentralization of information.
(B) The acceleration and multiplication of information channels.
(C) The complete disappearance of print media.
(D) A decrease in the amount of information available.

193. A reporter who only covers developments in the field of renewable energy is practicing:
(A) Niche reporting
(B) General reporting
(C) Accidental reporting
(D) Fictional reporting

194. Which of the following is an example of a presentation technique specific to digital media?
(A) A printed photograph.
(B) An audio interview.
(C) A 'photo gallery' that a user can click through.
(D) A newspaper headline.

195. Read the following characteristics of a news story.
I. Factual accuracy.
II. Clear attribution of sources.
III. Adherence to the inverted pyramid structure.
IV. The reporter's personal holiday plans.
V. An objective and unbiased tone.
Which of the above are essential for a good hard news report?
(A) I, II, III, and V
(B) IV only
(C) I and V only

(D) All of the above

196. An editor's decision to place a story on the front page ("A1") indicates that the story is considered:
(A) The least important of the day.
(B) Highly newsworthy and significant.
(C) Poorly written and in need of revision.
(D) Suitable only for the classifieds section.

197. The concept of 'journalism as a profession' implies a commitment to:
(A) Public service
(B) Ethical standards
(C) Verification
(D) All of the above

198. A common critique of Western media's coverage of the developing world is its focus on:
(A) Positive development and economic growth.
(B) Disasters, conflicts, and corruption.
(C) Nuanced cultural achievements.
(D) The daily lives of ordinary citizens.

199. What distinguishes a 'news agency' from a 'newspaper'?
(A) A news agency's primary customers are other media, while a newspaper's customers are the public.
(B) A newspaper's customers are other media, while a news agency's customers are the public.
(C) News agencies only use text, while newspapers use pictures.
(D) There is no functional difference.

200. Match the media in List I with their key writing/ presentation considerations in List II and select the correct option.
List I: (Media)
P. Print
Q. Radio
R. Television
S. Digital
List II: (Key Writing/Presentation Consideration)
1. Brevity, conversational tone, sound
2. Interactivity, scannability, multimedia
3. Visuals, script-image coordination
4. Space, detail, layout
(A) P-4, Q-1, R-3, S-2
(B) P-1, Q-4, R-2, S-3
(C) P-2, Q-3, R-1, S-4
(D) P-4, Q-2, R-3, S-1

201. Which of the following is NOT a primary determinant of news?
(A) Conflict
(B) Consequence
(C) Coincidence
(D) Proximity

202. The structure of a feature or human-interest story is often:
(A) A strict inverted pyramid.
(B) A narrative or chronological format.
(C) A list of bullet points.
(D) A single, long paragraph.

203. Reporting for radio must heavily rely on which of the following?
(A) Strong visuals
(B) Descriptive language and sound
(C) Complex charts and graphs
(D) Interactive hyperlinks

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204. The main role of a feature syndicate is to provide what kind of content to media outlets?
(A) Breaking news
(B) Non-time-sensitive columns, comics, and articles
(C) Live video feeds
(D) Government press releases

205. Read the following assertion and reason and select the correct option.
Assertion (A): In journalism, 'translation' and 'transcreation' are not interchangeable terms.
Reason (R): While translation aims for linguistic fidelity, transcreation aims for cultural and emotional resonance, often requiring significant creative adaptation.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

206. 'Cropping' a photograph or 'trimming' a video clip are examples of:
(A) Reporting techniques
(B) Editing and presentation techniques
(C) News gathering techniques

(B) V only
(C) I and V only
(D) All of the above

165. The argument that news values are not universal but are socially and culturally constructed is a core part of the:
(A) Critique of Western news values.
(B) Manual for writing headlines.
(C) Guide to camera operation.
(D) History of news agencies.

166. A "feature" story differs from a "hard news" story in that it is generally:
(A) More timely and urgent.
(B) Less timely and more focused on a human-interest angle.
(C) Shorter and less detailed.
(D) Always about politics.

167. Read the following assertion and reason and select the correct option.
Assertion (A): The 'Inverted Pyramid' news writing structure is less dominant on digital platforms compared to traditional print.
Reason (R): While still useful, digital formats allow for more flexible storytelling structures, including narrative sidebars, embedded multimedia, and non-linear paths for the user to explore.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

168. A reporter who covers the defence ministry, army, and national security issues is a:
(A) Sports reporter
(B) Niche reporter (Defence)
(C) Fashion reporter
(D) Food critic

169. What does the term 'dateline' in a news report indicate?
(A) The reporter's deadline for filing the story.
(B) The date of publication and the city from which the story is dispatched.
(C) A romantic encounter reported in the news.
(D) The line separating the headline from the story.

170. Which of the following is a key skill for a journalist in the digital age?
(A) Multimedia literacy
(B) Social media management
(C) Data analysis
(D) All of the above

171. A major ethical challenge in reporting on contemporary issues is the danger of:
(A) Verifying facts too much.
(B) Presenting a balanced view.
(C) Reinforcing stereotypes.
(D) Using clear and simple language.

172. The concept of 'transcreation' is particularly important for:
(A) National news agencies.
(B) Global advertising and marketing.
(C) Court reporting.
(D) Weather forecasting.

173. What is a key 'presentation technique' for a television news bulletin?
(A) The order and pacing of stories in the lineup.
(B) The font size in the teleprompter.
(C) The brand of coffee in the newsroom.
(D) The reporter's mode of transport to the news site.

174. Which of the following is NOT a role of an editor?
(A) Checking for factual accuracy.
(B) Improving clarity and readability.
(C) Writing the original story from scratch.
(D) Ensuring adherence to house style.

175. The 'immediacy' and 'liveness' of the internet has contributed to what phenomenon in journalism?
(A) A slower, more reflective news cycle.
(B) The '24/7' breaking news culture.
(C) A decline in the importance of visuals.
(D) The end of investigative reporting.

176. Read the following statements regarding critiques of Western news values.
I. They can be ethnocentric.
II. They often prioritize conflict over consensus.
III. They can over-represent the views and

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challenges related to the verification of information and the spread of "fake news".
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

218. The function of a news agency is analogous to that of a:
(A) Retail store, selling directly to customers.
(B) Wholesaler, providing goods to other businesses.
(C) Museum, preserving old items.
(D) Library, lending books for free.

219. The process of arranging stories in a television news bulletin is a key part of:
(A) Translation
(B) Presentation
(C) Reporting
(D) Transcreation

220. The primary aim of ethical guidelines in journalism is to:
(A) Make reporting more difficult and slow.
(B) Ensure the journalist's work is credible and trustworthy.
(C) Help journalists win awards.
(D) Guarantee high salaries for all reporters.

221. Which of the following best defines 'Niche Reporting'?
(A) Reporting on trivial and unimportant subjects.
(B) Specialized reporting on a particular topic, sector, or area.
(C) A type of reporting that is only done at night.
(D) Reporting that is biased and unprofessional.

222. Which of the following statements would be a valid 'critique of Western news values'?
(A) Providing a perfectly balanced representation of all global perspectives and voices.
(B) Prioritizing events in the Global North over more significant events elsewhere.
(C) Leading to a total and complete understanding between all the world's various cultures.
(D) Being completely outdated and no longer utilized by any modern media organization.

223. What is the most significant impact of new technology on the global flow of communication?
(A) It has decentralized communication, allowing for many-to-many flows.
(B) It has made communication slower and more controlled.
(C) It has eliminated the need for language translation.
(D) It has made all information completely reliable.

224. Read the following statements about journalistic roles.
I. A reporter gathers and writes news.
II. An editor refines and polishes news.
III. A columnist provides opinion and analysis.
IV. A publisher is primarily responsible for the business and financial aspects of a news organization.
Which of the above statements are correct?
(A) I and II only
(B) I, II and III
(C) III and IV only
(D) All of the above

225. A story about an unusual event, like "man bites dog," is considered newsworthy primarily due to its:
(A) Proximity
(B) Prominence
(C) Novelty/Oddity
(D) Consequence

226. Match the terms in List I with their most relevant media in List II and select the correct option.
List I: (Term)
P. Inverted Pyramid
Q. Soundbite
R. SEO-friendly headline
S. Page dummy
List II: (Most Relevant Medium)
1. Radio/Television
2. Digital Media
3. Print Newspaper (Traditional)
4. Print Newspaper (Planning)
(A) P-1, Q-3, R-2, S-4
(B) P-3, Q-1, R-2, S-4
(C) P-3, Q-2, R-1, S-4
(D) P-4, Q-1, R-2, S-3

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227. The key difference between a reporter and a columnist is:
(A) A reporter is expected to be objective, while a columnist expresses opinions.
(B) A columnist is expected to be objective, while a reporter expresses opinions.
(C) Reporters work for TV, while columnists work for print.
(D) There is no difference.

228. In television news, the term 'voice-over' (VO) refers to:
(A) The reporter appearing on camera.
(B) A graphic showing a person's name.
(C) The narration by a reporter or anchor while video is shown.
(D) An interview with a witness.

229. The professional ideal of journalism includes all of the following EXCEPT:
(A) A commitment to truth.
(B) A sense of public service.
(C) An obligation to verify information.
(D) A duty to fabricate stories for entertainment.

230. A journalist reporting on the complexities of a new trade agreement is engaging in:
(A) Reportage of a contemporary issue.
(B) Writing a fictional novel.
(C) Creating a television commercial.
(D) Designing a website.

231. The one-way flow of information from Western nations to the rest of the world has been challenged by:
(A) The rise of the internet and social media.
(B) The invention of the printing press.
(C) The continued dominance of Western news agencies.
(D) The decline in literacy rates.

232. 'Niche Reporting' requires a journalist to have:
(A) No specific knowledge.
(B) A wide but shallow knowledge of many subjects.
(C) A deep and specialized knowledge of a particular subject.
(D) The ability to run very fast.

233. Which news 'determinant' is most important in making a story about a local school's annual day newsworthy for a community newspaper?
(A) International consequence
(B) Prominence of world leaders
(C) Proximity
(D) Major conflict

234. The primary goal of a 'hard news' report is to:
(A) Entertain
(B) Inform
(C) Persuade
(D) Confuse

235. An example of a national news agency in India is:
(A) Reuters
(B) Press Trust of India (PTI)
(C) Associated Press (AP)
(D) Agence France-Presse (AFP)

236. The task of 'transcreation' involves more than translation; it involves:
(A) Recreating the message for a new culture.
(B) Correcting spelling errors.
(C) Shortening the text.
(D) Making the text longer.

237. In digital media, what is a 'paywall'?
(A) A system that prevents users from accessing content without a paid subscription.
(B) A firewall to prevent hacking.
(C) The wall behind the news anchor's desk.
(D) A graphic design element.

238. Read the following assertion and reason and select the correct option.
Assertion (A): Ethical journalism requires reporters to clearly distinguish between fact and opinion.
Reason (R): Blurring the line between factual reporting and opinion can mislead the audience and undermine the credibility of the news report.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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239. The critique of western news values is closely associated with the political-economic critique of:
(A) Media Imperialism
(B) The Free Market
(C) The United Nations
(D) Public Broadcasting

240. The development of portable satellite technology for television reporting is an example of:
(A) The effect of new technology on reporting practices.
(B) The decline of television news.
(C) The history of print journalism.
(D) The ethics of news editing.

241. A fashion journalist covering a major fashion week is an example of:
(A) Political reporting
(B) Niche reporting
(C) War correspondence
(D) General assignment reporting

242. In news writing, attribution is the practice of:
(A) Crediting the source of information.
(B) Using adjectives and adverbs.
(C) Writing a catchy headline.
(D) Keeping sources secret.

243. Which of the following is an example of a contemporary issue that demands high ethical standards in reportage?
(A) A historical account of the Mughal empire.
(B) A story on refugee crises.
(C) A review of a new smartphone.
(D) A report on a local flower show.

244. The editing process in a newsroom serves as a form of:
(A) Censorship
(B) Quality control
(C) Audience entertainment
(D) Financial investment

245. Read the given statements regarding the internet and news flows and select the correct option.
Statement I: The internet has had no significant effect on global communication flows.
Statement II: The internet allows for instantaneous, global, and multi-directional communication, profoundly altering traditional news flows.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

246. Which news structure is most helpful for an editor who needs to shorten a story quickly?
(A) Chronological
(B) Narrative
(C) Inverted Pyramid
(D) Circular

247. The primary purpose of a news agency is to provide objective, factual reports to their subscribers because:
(A) They are not interested in making a profit.
(B) Their subscribers represent a wide range of political viewpoints and require neutral content.
(C) They are mandated by international law.
(D) Their reporters are not capable of having opinions.

248. A television news editor deciding between a 'wipe' and a 'dissolve' transition is making a choice related to:
(A) Presentation technique
(B) Factual accuracy
(C) Source attribution
(D) Niche reporting

249. Journalism is considered a profession because it involves:
(A) A specialized body of knowledge and skills.
(B) A commitment to public service.
(C) A code of ethics.
(D) All of the above.

250. The rise of niche reporting is driven by:
(A) A lack of general news to cover.
(B) Audience demand for specialized and in-depth information.
(C) A desire by journalists to work less.
(D) A law mandating specialization.

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Direction : Please read the following source carefully.

The concept of 'news' is fundamentally shaped by a set of determinants, commonly referred to as news values, which guide the selection and construction

(D) Audience research techniques

207. Which of the following is a cornerstone of journalism ethics?
(A) Serving the public's right to know.
(B) Protecting the privacy of public officials at all costs.
(C) Promoting a specific political party.
(D) Publishing rumors without verification.

208. The term 'global village', often used to describe the effect of new technology on communication, suggests:
(A) Technology has made distance less of a barrier, connecting people globally.
(B) The world is becoming more fragmented and disconnected.
(C) Everyone in the world now lives in a small village.
(D) Technology has no effect on communication.

209. A journalist specializing in reviewing and reporting on films and the film industry is practicing:
(A) Political reporting
(B) Niche reporting
(C) Investigative reporting
(D) General assignment reporting

210. Read the following statements about reporting.
I. Reporting for print allows for greater depth than broadcast.
II. Reporting for radio must create "pictures in the mind".
III. Reporting for TV combines visuals, sound, and text.
IV. Reporting for digital media often involves interactive elements.
V. The style of reporting is identical across all media.
Which of the above statements are correct?
(A) I and II only
(B) V only
(C) I, II, III, and IV
(D) III and IV only

211. In the context of news, what is a 'perspective'?
(A) A factual error.
(B) The lens or framework through which a story is told.
(C) The byline of a reporter.
(D) The final sentence of a news report.

212. Which of the following is a defining characteristic of writing for digital media?
(A) The use of hyperlinks to connect to other resources.
(B) Long, unbroken paragraphs to encourage deep reading.
(C) A complete absence of images or videos.
(D) A mandatory subscription fee for all content.

213. The role of an editor in the news process can be best described as a:
(A) Gatekeeper and quality controller.
(B) Primary content creator.
(C) Financial auditor.
(D) Public relations officer.

214. Reportage on a contemporary issue such as a major election requires a journalist to:
(A) Support only one candidate.
(B) Provide fair and balanced coverage of the main candidates and issues.
(C) Avoid reporting on the election to prevent controversy.
(D) Focus only on polls and not on policy issues.

215. The concept of 'cultural proximity' in news values suggests that audiences are more interested in stories about:
(A) People and cultures they can identify with.
(B) Cultures that are geographically distant and exotic.
(C) Animals and nature.
(D) Scientific and technical matters.

216. A journalist who covers the Parliament, Supreme Court, and major political parties is engaged in what type of niche reporting?
(A) Sports reporting
(B) Political reporting
(C) Film reporting
(D) Food reporting

217. Read the given statements regarding the internet and global communication and select the correct option.
Statement I: The internet has significantly increased the speed of global communication flows.
Statement II: The internet has also created

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for radio is an auditory experience, requiring an emphasis on clear, conversational language, the use of sound bites, and natural sounds (ambience) to paint a picture for the listener. The reporter's tone of voice and delivery are crucial. Television reporting combines audio and visual elements, making it a powerful medium for conveying emotion and action. The TV reporter must not only write a concise script but also be mindful of visual storytelling, where images, video footage (B-roll), and interviews work in synergy with the narration. Digital media reporting represents a convergence of all these forms. It incorporates text, audio, and video, while also adding interactive elements like hyperlinks, photo galleries, and data visualizations. The digital reporter must be versatile, capable of producing multimedia content and engaging with the audience through social media, while also understanding concepts like search engine optimization (SEO) to maximize reach.

Based on the above source, attempt the following five questions.

256. Which medium is described as being particularly reliant on the reporter's tone of voice, conversational language, and the use of natural sounds?
(A) Print media.
(B) Radio.
(C) Television.
(D) Digital media.

257. A key distinction of reporting for digital media, as highlighted in the passage, is its:
(A) Exclusive reliance on long-form text.
(B) Inability to incorporate visual elements.
(C) Strict adherence to a linear narrative structure.
(D) Convergence of text, audio, video, and interactive features.

258. According to the passage, what is a primary advantage of the print medium for reporting?
(A) The capacity for in-depth analysis and detailed contextualization.
(B) The ability to provide real-time updates instantly.
(C) The emphasis on visual storytelling over textual content.
(D) The use of interactive elements to engage the audience.

259. Match the reporting element (List I) with the primary medium it is associated with in the passage (List II).
List I
(A) Use of B-roll
(B) Extensive textual background
(C) Use of hyperlinks
(D) Use of ambience
List II
(1) Digital Media
(2) Radio
(3) Print
(4) Television
Choose the correct answer from the options given below:
(A) (A)-(2), (B)-(3), (C)-(4), (D)-(1)
(B) (A)-(4), (B)-(1), (C)-(2), (D)-(3)
(C) (A)-(4), (B)-(3), (C)-(1), (D)-(2)
(D) (A)-(3), (B)-(4), (C)-(1), (D)-(2)

260. It can be inferred from the passage that a reporter transitioning from print to television would need to develop a new skill set primarily focused on:
(A) Understanding visual storytelling and on-camera presence.
(B) Improving their vocabulary and grammar for complex sentences.
(C) Mastering the art of writing long, detailed articles.
(D) Learning how to create and manage a personal blog.

Direction : Please read the following source carefully.

National and international news agencies are pivotal to the global flow of information, functioning as the wholesalers of news content. Their primary role is to gather news—reports, images, and videos—from around the world and distribute it to a vast network of subscribers, including newspapers, magazines, and broadcasters, who would otherwise lack the resources for such extensive coverage. National agencies, such as the Press Trust of India (PTI), focus on events within a country, providing comprehensive coverage of domestic politics, culture, and sports, thereby serving the needs of local and regional media. International news

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expertise and provide more detailed, expert-level information to audiences interested in particular topics. Unlike general reporting, which covers a broad range of events, niche reporting caters to specialized interests and offers in-depth analysis of complex sectoral developments.

9. (A) Both A and R are true and R is the correct explanation of A.
Internet technology has revolutionized global communication by enabling the instantaneous and decentralized distribution of information. By removing traditional gatekeepers like large media corporations or government agencies, the internet allows diverse voices to share content directly with a worldwide audience. This technological shift has altered how news is consumed and shared, making communication flows more rapid and interactive than they were in the analog era.

10. (A) Climate change and its societal impact.
Contemporary issues like climate change require ethical and careful reportage due to their wide-reaching societal consequences and scientific complexity. Journalists must provide accurate, verified data while explaining how environmental shifts affect human lives and global policy. Unlike historical accounts or entertainment plots, reporting on current crises demands a balance of urgency and factual precision to inform public debate and encourage responsible action regarding global challenges.

11. (D) The primary goal of print editing is to add special effects and animations.
Print editing focuses on refining written content for accuracy, clarity, and adherence to a publication's style guide. The process involves correcting grammatical errors, verifying facts, and managing layout and headline creation to ensure the final product is readable. Special effects and animations are characteristics of digital and broadcast media, whereas print media is a static format that relies on typography and imagery.

12. (A) I and III only
Journalism is a professional field centered on gathering, assessing, and presenting factual information to the public. Its primary purpose is to inform citizens about significant events and hold those in power accountable through transparent reporting. Professional journalists are strictly bound by ethical codes that demand accuracy and impartiality. Simply posting opinions online does not qualify an individual as a professional journalist, as the field requires specific standards.

13. (C) Ethnocentric and prioritizing events in developed nations.
A common critique of Western news values is their tendency toward ethnocentrism, where events in developed nations are given disproportionate coverage. This perspective often overlooks significant developments in the Global South unless they involve conflict or disaster. By prioritizing the interests and viewpoints of Western societies, this news framework can create an imbalanced global communication flow that neglects the diverse experiences of people in non-Western cultures.

14. (D) News values
News determinants are the specific criteria used by journalists and editors to evaluate the newsworthiness of an event. These are synonymous with news values, which include factors such as timeliness, proximity, prominence, conflict, and human interest. These principles guide the selection and prioritization of stories in a newsroom, determining which events are reported and how much prominence they receive in the final news product.

15. (A) Television writing must be concise and complement visuals.
Writing for television news requires a unique approach where the script serves to enhance and explain the moving images on screen. Television stories must be brief and direct because viewers have limited time to process information. In contrast, print journalism allows for more elaborate sentence structures and detailed narratives. Television reporters focus on coordinating their words with visual sequences to create a cohesive and engaging story.

16. (B) Distributing columns and features to various publications.
Feature syndicates are organizations that provide non-breaking news content to a wide variety of media outlets. Their offerings typically include

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scannable, employing subheadings, bullet points, and bold text to capture the attention of readers who are often skimming content on screens.

Based on the above source, attempt the following five questions.

266. The primary reason for using a conversational and concise style in writing for electronic media is that:
(A) It is a cheaper form of production.
(B) The information is transient and heard only once.
(C) The audience typically has a lower level of education.
(D) It allows for more advertisements to be included in the broadcast.

267. Which of the following writing techniques is specifically identified in the passage as characteristic of the digital news medium?
(A) The use of complex sentence structures and literary nuance.
(B) The use of subheadings, bullet points, and hyperlinks for scannability.
(C) A strict linear progression of information from start to finish.
(D) The complete absence of visual or audio elements.

268. The passage suggests that a key difference between writing for print and writing for broadcast is the intended sense organ; print is for the eye, while broadcast is for the:
(A) Ear.
(B) Eye.
(C) Mind.
(D) Heart.

269. A "chunked" or layered approach to digital writing serves the purpose of:
(A) Confusing the reader with too many options.
(B) Forcing the reader to read every detail of the story.
(C) Catering to different levels of reader interest by offering both a summary and deeper detail.
(D) Adhering to the traditional inverted pyramid structure of print journalism.

270. Based on the passage, a story written for a newspaper could likely be distinguished from a television news script by its:
(A) Greater use of short, punchy sentences.
(B) Lack of any descriptive detail.
(C) Emphasis on sound and auditory cues.
(D) Higher complexity in sentence structure and vocabulary.

Direction : Please read the following source carefully.

In the context of global communication, translation and transcreation represent two distinct approaches to adapting content for different linguistic and cultural audiences. Standard translation focuses on linguistic equivalence, aiming to convert text from a source language to a target language with the highest possible fidelity to the original meaning and structure. It is a largely technical process centered on accuracy and literal correctness, suitable for legal documents or technical manuals. Transcreation, however, goes a significant step further. It is a more creative and strategic process that involves not just translating words but recreating the entire message to evoke the same emotional response and intent in the target culture. This often requires significant changes to the original copy, including adapting idioms, humor, cultural references, and even imagery to make them locally relevant and resonant. While translation asks, "What does this say?", transcreation asks, "What impact will this have, and how can we achieve the same impact in this new market?" It is particularly crucial in advertising, marketing, and creative news features, where the original message's persuasive power and cultural nuances are paramount to its success. Transcreation acknowledges that a direct translation can sometimes be meaningless, confusing, or even offensive.

Based on the above source, attempt the following five questions.

271. What is the fundamental difference between translation and transcreation as described in the passage?
(A) Translation is more expensive, while transcreation is cheaper.
(B) Transcreation is only used for legal documents, while translation is for creative content.

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(C) Translation focuses on linguistic fidelity, while transcreation focuses on recreating emotional and cultural impact.
(D) Transcreation is a faster process than standard translation.

272. In which of the following scenarios would transcreation be most essential?
(A) Converting a scientific research paper from German to English.
(B) Adapting a witty and culturally specific advertising slogan for a new country.
(C) Translating an international treaty for legal review.
(D) Creating a user manual for a piece of software.

273. The passage suggests that a failure to use transcreation where it is needed could result in a message that is:
(A) More emotionally impactful than the original.
(B) Technically flawed but culturally appropriate.
(C) Linguistically identical in all languages.
(D) Perfectly accurate but culturally irrelevant or offensive.

274. The question, "What does this say?" is associated with the process of translation. Which corresponding question is associated with transcreation?
(A) "How can we achieve the same impact in this new market?"
(B) "How many words does this contain?"
(C) "Is the grammar of the original text correct?"
(D) "What was the author's original intent?"

275. Based on the passage, one can infer that transcreation requires a deeper understanding of:
(A) Only the source language's grammar.
(B) Only the target language's vocabulary.
(C) The target culture's nuances, idioms, and emotional triggers.
(D) The technical aspects of word-processing software.

Direction : Please read the following source carefully.

Editing and presentation techniques are critical final stages in journalism that shape the audience's consumption and understanding of news. These techniques vary considerably across print, television, and digital media. For print media, editing involves not only copy editing—correcting grammar, spelling, and factual errors—but also substantive editing for clarity and flow. Presentation is governed by layout design, including the choice of typography, the placement of photographs and headlines, and the overall page composition, all of which guide the reader's eye and signal the importance of stories. For television, editing is a dynamic process of weaving together video clips (A-roll and B-roll), reporter narration, sound bites, and natural sound to create a coherent and compelling narrative package. Presentation techniques include the use of on-screen graphics (tickers, lower-thirds), animation, and studio backdrops to enhance visual appeal and convey information efficiently. In the digital realm, editing and presentation are intertwined with user experience. Digital editing includes optimizing headlines for search engines (SEO), embedding multimedia content, and ensuring readability on various screen sizes. Presentation techniques unique to digital media include the use of hyperlinks to provide context, interactive data visualizations, and the strategic placement of social media sharing buttons to encourage dissemination. The goal across all platforms is to present information in the most effective, engaging, and accessible manner possible.

Based on the above source, attempt the following five questions.

276. Correcting grammatical errors, checking facts, and ensuring clarity in a news article for a newspaper falls under the category of:
(A) Print media editing.
(B) Digital media presentation.
(C) Television package production.
(D) Search Engine Optimization.

277. The use of tickers, lower-thirds, and studio backdrops are presentation techniques primarily associated with which medium?
(A) Print media.
(B) Radio.
(C) Feature syndicates.
(D) Television.

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278. According to the passage, a key presentation consideration unique to digital media is:
(A) The choice of typography and page layout.
(B) Ensuring readability on different screen sizes and embedding hyperlinks.
(C) Weaving together video clips to form a narrative.
(D) Writing a compelling headline to attract attention.

279. What is the common goal of editing and presentation techniques across all media platforms, as stated in the passage?
(A) To increase advertising revenue.
(B) To prioritize the editor's personal opinions.
(C) To present information in an effective, engaging, and accessible way.
(D) To limit the amount of information available to the public.

280. The process of combining video clips, narration, and sound bites to create a news story for broadcast is referred to in the passage as creating a:
(A) Page composition.
(B) Search-optimized article.
(C) Hyperlinked text.
(D) Narrative package.

Direction : Please read the following source carefully.

Journalism, when practiced as a profession, carries with it a set of implicit and explicit responsibilities that extend beyond mere information dissemination. Professional journalists are often seen as occupying a quasi-public role, acting as watchdogs against abuses of power, giving voice to the voiceless, and fostering informed public discourse. The reportage of contemporary issues, such as political corruption, environmental crises, social inequality, and public health emergencies, places journalists at the forefront of societal accountability. This requires not just skill in gathering and reporting facts but also a deep contextual understanding of the issues, an ability to navigate complex ethical dilemmas, and a commitment to serving the public interest. For example, reporting on a conflict requires balancing the need to show the harsh realities with the responsibility to avoid sensationalism or inciting further violence. Similarly, covering a pandemic involves the duty to provide accurate, actionable information while combating misinformation. The professional journalist's role is therefore not passive; it is an active engagement with the events and issues shaping society, demanding courage, integrity, and a steadfast dedication to the principles of truth and fairness. This professional ethos distinguishes journalism from other forms of communication and content creation.

Based on the above source, attempt the following five questions.

281. What is the central idea conveyed in the passage about journalism as a profession?
(A) It involves significant public responsibility and active engagement with societal issues.
(B) It is primarily a form of entertainment and content creation.
(C) It is a passive occupation of recording and relaying facts.
(D) Its main goal is to support the actions of those in power.

282. The 'watchdog' role of a journalist, as mentioned in the passage, refers to:
(A) Protecting the privacy of public officials.
(B) Monitoring and exposing abuses of power.
(C) Reporting exclusively on celebrity news.
(D) Ensuring that news reports are profitable.

283. According to the passage, the reportage of contemporary issues like a pandemic requires journalists to:
(A) Focus on sensational stories to increase viewership.
(B) Provide accurate information and combat misinformation.
(C) Avoid reporting on the issue to prevent public panic.
(D) Report only the official government perspective.

284. The passage suggests that a key element that distinguishes professional journalism from other some of communication is its:
(A) Adherence to a professional ethos of serving the public interest.
(B) Speed of delivery and use of technology.
(C) Ability to generate revenue through advertising.
(D) Focus on personal opinion and blogging.

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reporting often relies on subscriptions, targeted advertising, or membership, as the dedicated audience is more likely to pay for high-quality, specialized content that is not readily available through mainstream media. The rise of digital media has greatly facilitated the growth of niche reporting, as it lowers the cost of production and distribution, enabling small, specialized outlets to reach a global audience of interested individuals.

Based on the above source, attempt the following five questions.

296. What is the defining characteristic of Niche Reporting?
(A) It aims to attract the largest possible mass audience.
(B) It covers a wide variety of general topics superficially.
(C) It is exclusively produced by large, mainstream media corporations.
(D) It focuses on a specific topic or community with in-depth coverage.

297. According to the passage, what is a primary advantage for a journalist who engages in niche reporting?
(A) The opportunity to build a personal brand and become a recognized expert.
(B) The ability to report on many different subjects without deep knowledge.
(C) A guarantee of a high salary from a large media company.
(D) The requirement to only work with traditional print media.

298. The passage suggests that the economic viability of niche reporting is often supported by:
(A) General, untargeted advertising and mass sales.
(B) A dedicated audience willing to pay through subscriptions or memberships.
(C) Government subsidies and public funding.
(D) Donations from large corporations.

299. How has the rise of digital media impacted niche reporting?
(A) It has made it more difficult for specialized outlets to find an audience.
(B) It has lowered production costs and enabled global reach for specialized content.
(C) It has increased the costs of production and distribution significantly.
(D) It has hindered the growth of niche journalism by promoting only mass media.

300. Which of the following would be the best example of a subject for Niche Reporting as described in the passage?
(A) Reporting on the latest developments in cryptocurrency regulation.
(B) A daily summary of world events.
(C) A report on a local town fair.
(D) A general overview of the day's political news.

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world, often focusing on disaster, poverty, and political instability while ignoring stories of progress and development. This critique suggests that such a focus perpetuates stereotypes and reinforces an unequal power dynamic in global communication. The effect of new technology on global communication flows is a double-edged sword. On one hand, technologies like the internet, social media, and mobile devices have democratized information, allowing non-Western voices and alternative media to bypass traditional gatekeepers and reach global audiences. This can challenge the hegemony of Western media narratives. On the other hand, the same technologies can also exacerbate the information divide, as access and digital literacy are not evenly distributed. Furthermore, the algorithmic curation of content on digital platforms can create filter bubbles and echo chambers, potentially limiting exposure to diverse perspectives and reinforcing existing biases, thereby complicating rather than clarifying global communication flows.

Based on the above source, attempt the following five questions.

291. What is the primary critique of Western news values mentioned in the passage?
(A) They are too focused on positive news and development.
(B) They are universally applicable and culturally neutral.
(C) They can lead to a distorted and negative portrayal of the developing world.
(D) They prioritize stories of local interest over international events.

292. According to the passage, how has new technology 'democratized' information?
(A) By allowing non-Western voices to bypass traditional media gatekeepers.
(B) By ensuring everyone has equal access to high-speed internet.
(C) By eliminating all forms of bias from news reporting.
(D) By strengthening the control of traditional Western media outlets.

293. The passage describes the effect of new technology on global communication flows as a 'double-edged sword' because it has:
(A) Only positive effects on communication.
(B) Only negative effects on communication.
(C) No significant impact on communication patterns.
(D) Both empowering and potentially problematic consequences.

294. A potential negative consequence of new technology mentioned in the passage is the creation of 'filter bubbles', which are environments where:
(A) Users are exposed to a wide and diverse range of perspectives.
(B) Algorithmic curation limits exposure to differing viewpoints.
(C) The flow of information is completely free and unfiltered.
(D) Traditional media gatekeepers control all content.

295. The passage implies that the dominance of Western news values may result in:
(A) A balanced and fair representation of all countries.
(B) A greater focus on developmental stories from Asia and Africa.
(C) The perpetuation of stereotypes about the developing world.
(D) A decline in the influence of international news agencies.

Direction : Please read the following source carefully.

In an increasingly fragmented media environment, Niche Reporting has emerged as a significant and viable form of journalism. Unlike general-interest reporting that aims to cater to a broad, mass audience, niche reporting focuses on specific topics, subjects, or communities. This specialization allows journalists to develop deep expertise and provide in-depth, authoritative coverage that is highly valued by a dedicated audience. Examples of niche reporting include fields such as science, technology, environment, health, law, business, and sports journalism. By targeting a specific demographic or interest group, niche publications and platforms—whether they are magazines, websites, podcasts, or newsletters—can create a loyal community of followers. For journalists, it offers a pathway to build a personal brand and become a go-to expert in a particular field. The economic model for niche

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agencies, like Reuters, Associated Press (AP), and Agence France-Presse (AFP), operate on a global scale, with correspondents stationed in numerous countries. They play a crucial role in setting the international news agenda, as their reports are often the primary source of information for events occurring in foreign nations. In addition to news agencies, feature syndicates distribute a wide range of content that is not necessarily time-sensitive, such as opinion columns, comic strips, and lifestyle articles. This syndicated content allows smaller publications to offer diverse and high-quality material to their readers without having to produce it all in-house, thus enriching the media landscape.

Based on the above source, attempt the following five questions.

261. What is the primary function of a news agency as described in the passage?
(A) To publish its own daily newspaper for the general public.
(B) To provide opinion columns and comic strips to broadcasters.
(C) To regulate the ethical standards of journalists globally.
(D) To gather news content and distribute it to other media organizations.

262. The passage draws a distinction between national and international news agencies based on their:
(A) Subscription fees and profit models.
(B) Geographical scope of coverage and primary audience.
(C) Technological sophistication and speed of delivery.
(D) Preference for print versus broadcast media.

263. According to the source, what is the main purpose of feature syndicates?
(A) To provide breaking news coverage on international events.
(B) To employ correspondents in conflict zones for real-time reporting.
(C) To distribute non-time-sensitive content like columns and lifestyle articles.
(D) To fact-check the reports published by national news agencies.

264. Which of the following statements can be best inferred from the passage?
(A) International news agencies have little influence on what is considered newsworthy.
(B) Feature syndicates and news agencies perform the exact same function.
(C) National news agencies are primarily concerned with international affairs.
(D) Smaller newspapers rely on news agencies and syndicates to supplement their content.

265. The passage compares news agencies to "wholesalers of news content" to emphasize their role in:
(A) Supplying raw material (news) to other businesses (media outlets) for processing and distribution.
(B) Directly engaging with the end consumer or reader.
(C) Selling a finished product in a retail environment.
(D) Controlling the final editorial presentation of the news.

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Direction : Please read the following source carefully.

The craft of writing for news media is not monolithic; it demands adaptation to the specific characteristics of print, electronic (radio and television), and digital platforms. Writing for print allows for a level of depth, literary nuance, and complexity in sentence structure that is generally unsuitable for broadcast media. The reader can consume print content at their own pace, rereading complex passages if necessary. In contrast, writing for electronic media, particularly radio and television, must be conversational, concise, and immediately comprehensible. The script is written for the ear, not the eye. It employs shorter sentences, simpler vocabulary, and a more direct style because the audience hears the information only once and cannot "rewind." The rhythm and flow of the script are paramount. Digital news writing synthesizes elements from both print and electronic media while adding its own unique requirements. It often uses a "chunked" or layered approach, with a concise summary at the top, followed by expandable sections or hyperlinks for readers who want more detail. This non-linear structure caters to varying levels of audience interest. Moreover, digital writing must be

ANSWERS

1. (B) Any recently received information or a report about recent events.
News represents the communication of information regarding current happenings to an audience. It serves as a timely account of events that hold significance, relevance, or interest to society. Unlike personal opinions or fictional stories, news relies on factual reporting and objective observations. This reporting helps individuals stay informed about the world around them by providing a structured narrative of recent developments across various sectors.

2. (A) The inverted pyramid structure prioritizes the most newsworthy information at the top.
The inverted pyramid is a fundamental organizational framework used in hard news journalism. This structural approach ensures that the most critical facts, often summarized by the five Ws and one H, appear in the lead paragraph. Subsequent paragraphs provide supporting details in descending order of importance. This method allows readers to grasp essential information quickly and facilitates editing from the bottom of the story.

3. (D) Statement I is false, but Statement II is true.
Radio is an auditory medium that primarily relies on clear, descriptive language and sound sequences rather than visuals. In contrast, print media provides an extensive platform for detailed narratives, in-depth analysis, and longer stories that broadcast media cannot accommodate due to strict time constraints. While radio creates mental images through sound, print utilizes the permanence of the written word to explore complex topics thoroughly.

4. (D) Prominence
Prominence is a key news determinant that focuses on the importance or status of the individuals, organizations, or locations involved in an event. A major political scandal occurring in a nation's capital naturally attracts high journalistic interest because of the high-profile nature of the participants and the significance of the setting. Significant figures and institutions command more attention due to their influence on public life.

5. (C) To produce and broadcast its own television entertainment shows.
National news agencies function as wholesalers of information, gathering and distributing reports to various subscriber media outlets. Their core responsibilities involve providing a comprehensive feed of regional and national events to maintain a consistent flow of factual information. These organizations focus on journalistic reporting rather than creating entertainment programming, such as television shows, which falls outside the scope of their news-gathering and distribution.

6. (A) P-4, Q-1, R-3, S-2
Different media platforms require distinct writing styles based on their delivery methods. Print media emphasizes in-depth narratives and detailed paragraphs. Radio demands conversational language suited for the ear. Television writing must complement visual elements in a concise manner. Digital media prioritizes scannability and the use of hyperlinks to provide extra context. Matching these characteristics ensures that information is effectively communicated across all various communication channels.

7. (D) Transcreation
Transcreation involves a creative process that goes beyond literal translation to adapt a message for a new audience. It focuses on maintaining the original intent, tone, and emotional impact while respecting the cultural nuances of the target language. This technique is frequently used in global marketing and advertising to ensure that slogans or campaigns resonate effectively across different regions without losing their core meaning.

8. (A) Niche Reporting
Niche reporting refers to specialized journalism that focuses on specific subjects or beats, such as health, technology, or the environment. This approach allows journalists to develop deep

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285. When reporting on a conflict, the ethical challenge for a professional journalist, as described in the passage, involves balancing the need to report reality with the responsibility to:
(A) Ensure the report is entertaining.
(B) Take a side in the conflict.
(C) Avoid sensationalism and incitement.
(D) Focus only on the positive aspects of the situation.

Direction : Please read the following source carefully.

The ethics of reporting form the bedrock of journalistic credibility and public trust. Central to this ethical framework are principles such as accuracy, fairness, impartiality, and accountability. Accuracy demands that journalists strive to report facts correctly and, when errors are made, to correct them promptly and prominently. Fairness requires presenting all relevant sides of a story and giving subjects of news reports an opportunity to respond to allegations of wrongdoing. Impartiality, often equated with objectivity, is the principle of not letting personal biases or external pressures influence reporting. While pure objectivity may be an unattainable ideal, the discipline of impartiality obliges journalists to base their work on evidence and verification. Another crucial ethical consideration is the principle of 'do no harm,' which involves weighing the public's right to know against the potential for a story to cause undue harm to individuals, particularly vulnerable groups like children or victims of trauma. Journalists must also avoid conflicts of interest, both real and perceived, that could compromise their independence and integrity. This includes refusing gifts, favors, or any special treatment that could cast doubt on their ability to report without prejudice. Upholding these ethical standards is not merely a matter of personal morality but a professional obligation essential for the survival of a free and trusted press.

Based on the above source, attempt the following five questions.

286. Which ethical principle requires a journalist to present all relevant sides of an issue and allow subjects to respond to accusations?
(A) Accuracy.
(B) Prominence.
(C) Timeliness.
(D) Fairness.

287. According to the passage, if a journalist discovers a factual error in a published story, the principle of accuracy obliges them to:
(A) Ignore the error to avoid embarrassment.
(B) Blame the source for providing wrong information.
(C) Correct the error promptly and prominently.
(D) Defend the error as a matter of opinion.

288. The principle of 'do no harm' suggests that a journalist should:
(A) Never publish any story that might be negative.
(B) Balance the public interest of a story against the potential harm to individuals.
(C) Always prioritize the public's right to know over any potential harm.
(D) Avoid reporting on vulnerable individuals altogether.

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289. Refusing gifts or special treatment from sources is an example of a journalist trying to avoid:
(A) The principle of fairness.
(B) The need for accuracy.
(C) The duty of accountability.
(D) A conflict of interest.

290. What does the passage suggest about the concept of 'objectivity' in journalism?
(A) It is an ideal that, while perhaps unattainable in its purest form, guides the discipline of impartiality.
(B) It is easily achieved by all professional journalists.
(C) It is an outdated concept with no relevance today.
(D) It means that a journalist should have no personal opinions on any subject.

Direction : Please read the following source carefully.

A significant critique of global media systems centers on the dominance of Western news values, which are often presented as universal but may reflect a specific cultural and political perspective. Critics argue that the emphasis on values like conflict, prominence, and negativity can lead to a distorted portrayal of the developing

specialized columns, editorial cartoons, comic strips, puzzles, and long-form feature articles. By purchasing content from a syndicate, individual newspapers or digital platforms can provide high-quality, diverse material to their readers at a lower cost than producing all such content in-house using their own staff.

17. (A) I, V, III, IV, II
The typical workflow for news production begins with a reporter gathering information and writing a story. Once drafted, the story is sent to the editorial desk for initial review. A copy editor then checks the text for errors and stylistic consistency. After refining the content, an editor decides on its placement and creates a headline. Finally, the completed and edited story is published for the audience to consume.

18. (A) Plagiarized reporting
Professional journalism is built on distinct types of reporting such as investigative, interpretative, and advocacy reporting, each serving different purposes. Investigative reporting uncovers hidden facts, while interpretative reporting provides context. Advocacy reporting supports a specific cause. Plagiarism, which involves taking someone else's work and presenting it as one's own, is an ethical violation and a professional failure rather than a recognized or legitimate form of reporting.

19. (C) Hyperlinking
Hyperlinking is a fundamental presentation technique in digital media that connects different pieces of content across the web. It allows journalists to guide readers to related articles, primary sources, or background information without cluttering the main text. This interactive feature enhances the depth of a story and encourages users to explore a topic more thoroughly, distinguishing digital news from the linear nature of traditional print and broadcast media.

20. (A) Both A and R are true and R is the correct explanation of A.
Ethical reporting is essential for maintaining public trust in journalism. Journalists must actively avoid conflicts of interest, such as financial ties or personal relationships that could influence their work. When a reporter is biased or compromised, their impartiality is lost, which damages the credibility of the news organization. Maintaining independence ensures that the information provided to the public is objective and serves the collective interest.

21. (C) Human Interest
The human interest news value focuses on stories that evoke emotional responses or highlight the experiences of ordinary people in extraordinary circumstances. A report about a single mother's economic struggle appeals to this value by creating a personal connection with the audience. Such stories often go beyond dry facts to explore the human condition, making complex social or economic issues relatable through the lens of individual perseverance.

22. (B) Adapting creative content for different cultural markets.
Transcreation is a specialized process used to adapt creative messages, such as advertisements or brand campaigns, for different cultural and linguistic contexts. Unlike standard translation, it prioritizes the emotional impact and cultural relevance of the content. The goal is to ensure that the message feels native to the target audience while maintaining the original brand identity. This process often involves changing metaphors, imagery, or slogans entirely.

23. (A) I and II only
New technology has profoundly impacted global communication by democratizing the creation and distribution of content through digital platforms. It has also vastly increased the speed at which news travels across international borders. However, it has not eliminated misinformation; in many cases, it has accelerated its spread. Furthermore, traditional news agencies remain relevant despite the rise of new digital tools and the diversification of communication channels worldwide.

24. (A) Niche reporting
Niche reporting occurs when a journalist focuses exclusively on a specific area of interest, known as a beat. A reporter covering the health beat develops specialized knowledge and relationships within that sector, allowing for more informed and detailed coverage. This differs from general assignment reporting, where journalists cover

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56. (A) The process of selecting, filtering, and controlling which stories get published.
Gatekeeping is the process by which editors and journalists decide which information becomes news and which is excluded. This involves selecting stories based on news values and filtering out details that are deemed less important or irrelevant. Gatekeepers play a powerful role in shaping public perception by determining what issues receive media attention. In the digital age, traditional gatekeeping has been challenged by the rise of social media and direct information sharing.

57. (C) Investigative reporting
Investigative reporting involves in-depth research to uncover hidden facts, often related to corruption, crime, or corporate malpractice. This type of journalism requires a significant investment of time and resources, as reporters must analyze documents and interview multiple sources to build a case. By revealing information that powerful entities would prefer to keep secret, investigative journalists serve a vital watchdog function in society, holding institutions accountable and informing the public about systemic issues.

58. (D) Statement I is false, but Statement II is true.
Feature syndicates focus on non-time-sensitive material like columns and comic strips rather than breaking news. In contrast, news agencies are the primary source of up-to-the-minute, breaking news for media outlets worldwide. While syndicates provide evergreen content that can be published anytime, agencies provide the immediate reports that form the core of daily news broadcasts and newspapers. Understanding these different roles is essential for understanding how media organizations source their diverse content.

59. (D) Print Media
Creating a page dummy or layout is a crucial presentation technique in print media. It involves planning exactly where text, headlines, and photographs will be placed on the physical page. This process ensures a visually appealing and organized layout that guides the reader through the newspaper or magazine. While other media use different presentation tools, the static nature of print requires careful spatial planning to balance content and advertisements effectively within limited page space.

60. (B) III, II, IV, I
The history of communication has been defined by technological leaps. The telegraph enabled rapid long-distance communication for the first time. This was followed by the dominance of print newspapers as the primary news source. Later, television news broadcasts became the leading medium for mass information. Finally, the rise of internet-based digital media has created a decentralized and multi-directional flow of global communication. This chronological progression shows how technology has continuously reshaped news consumption habits.

61. (C) It leads to an overemphasis on the lives of celebrities and politicians, ignoring ordinary people.
A major critique of the news value of prominence is that it causes media organizations to focus excessively on the lives of well-known individuals like celebrities and politicians. This focus can come at the expense of reporting on issues that affect ordinary people or marginalized communities. By prioritizing those already in the public eye, news can become a reflection of the interests of the elite rather than a balanced representation of the entire diverse society.

62. (D) All of the above.
In journalism, perspective is shaped by multiple factors, including the reporter's personal background and values. A news organization's editorial policy also plays a significant role in determining how stories are selected and framed. Furthermore, the broader cultural and political context in which the news is produced inevitably influences the narrative. Recognizing that news is a constructed reality influenced by these various elements is essential for a critical and informed understanding of media content.

63. (A) Advocacy reporting
Advocacy reporting is a type of journalism where the writer intentionally takes a stand on an issue to persuade the audience. Unlike objective reporting, which aims for neutrality, advocacy reporting uses facts and analysis to support a specific cause or viewpoint. This approach is often seen in alternative media or specialized

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individual media outlets cover events they might not have the resources to report on independently.

33. (B) Associated Press (AP)
The Associated Press is a prominent international news agency that gathers and distributes news from around the world to a global network of subscribers. Unlike national agencies like PTI or UNI, which focus primarily on Indian news, international agencies maintain a vast presence in numerous countries. They provide a vital infrastructure for the global flow of information, allowing media outlets everywhere to access reports on events occurring far beyond their borders.

34. (A) Both A and R are true and R is the correct explanation of A.
Radio reporting is unique because it relies entirely on sound to convey information to the audience. Because there are no visuals, reporters must use vivid and descriptive language to create "word pictures" in the listener's mind. By describing the scene, the people, and the atmosphere in detail, the reporter helps the audience visualize the event. This auditory storytelling technique is essential for making radio news engaging and easy to understand.

35. (C) Objectivity
Objectivity is a core professional value in journalism that requires reporters to remain detached and unbiased. It involves presenting facts accurately without letting personal feelings or political leanings influence the story. By providing multiple perspectives and sticking to verified information, journalists strive to offer a fair and balanced account of events. This commitment to objectivity is crucial for maintaining the credibility and trustworthiness of news organizations in a democratic society.

36. (D) The story is about a recent or ongoing event.
Timeliness is a primary news value that prioritizes events happening right now or in the very recent past. News is essentially "new" information, and its relevance decreases as time passes. In the modern, fast-paced news cycle, immediacy is highly valued, with organizations competing to report events as they unfold. A story's newsworthiness is often tied to its recency, making timeliness a critical factor in editorial decision-making across all media platforms.

37. (C) I, II, and III
Digital media presentation utilizes specific techniques to enhance engagement and reach. Search Engine Optimization ensures headlines are discoverable, while embedding social media posts adds real-time perspectives. Interactive charts and maps allow users to explore data visually. These techniques make digital news more dynamic and interactive. Conversely, permanent paywalls are a business model rather than a storytelling technique and can sometimes restrict the flow of information to the general public.

38. (B) Provide accurate, verified information from experts and avoid spreading panic.
Reporting on contemporary public health crises requires a high degree of ethical responsibility. Journalists must prioritize the dissemination of accurate, scientifically verified information from reliable sources. Their goal is to inform the public about risks and safety measures without resorting to sensationalism that could cause unnecessary panic. By providing clear and calm guidance, the media plays a vital role in managing social responses to large-scale health emergencies.

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39. (D) A complete return to traditional, centralized news gathering.
New technology has profoundly changed global communication, but it has not led back to centralized news gathering. Instead, it has empowered citizen journalists and allowed diasporic communities to stay connected globally. However, these advancements also facilitate the rapid spread of misinformation. The overall trend is toward decentralization and a more complex, multi-directional flow of information, where traditional news agencies must compete with a vast array of new digital sources.

40. (A) Providing in-depth and specialized information on a particular topic.
Niche reporting focuses on providing specialized and detailed coverage of specific subjects, such as finance, technology, or the arts. This type of journalism caters to audiences seeking more than just a general overview of current events. By developing deep expertise in a particular beat,

network of reporters across many countries. They gather diverse information and distribute it to a wide variety of subscribers, including national newspapers and broadcasters. By providing a steady stream of global news, these agencies help ensure that information flows across international borders. They are essential infrastructure for maintaining an informed global public, although they are sometimes critiqued for their perspectives.

72. (A) Digital media articles
Digital media articles use presentation techniques like subheads, bullet points, and short paragraphs to improve scannability on screens. Since online readers often browse quickly, these elements help them find information easily. This differs from the traditional linear narrative of print or the auditory flow of broadcast media. By breaking text into digestible chunks, digital journalists enhance the user experience and ensure that their content remains engaging and accessible to a fast-moving, multi-tasking audience.

73. (C) Summarize the most important information and hook the reader.
The lead, or lede, is the most crucial part of a news story, appearing at the very beginning. Its primary purpose is to summarize the most essential facts—the who, what, where, and when—immediately. A well-written lead also serves to "hook" the audience, encouraging them to continue reading or listening. By providing a clear and concise summary of the event, the lead ensures that even busy consumers can grasp the main point of the story quickly.

74. (A) Proximity
Proximity is a news value based on the geographical or psychological closeness of an event to the audience. A story about a local festival is newsworthy because it happens within the community and directly involves the people who consume that local news. Audiences are naturally more interested in events that occur near them or affect their immediate environment. Proximity helps local news organizations stay relevant to their specific audience by focusing on stories that matter to their community.

75. (B) II, IV and V
News structure varies across different media and story types. While the inverted pyramid is common for hard news, feature stories often use narrative or chronological structures. The inverted pyramid is particularly helpful for readers who may not finish an article. Digital news frequently uses a 'chunking' structure with subheadings to improve readability on screens. Recognizing these different organizational patterns is important for understanding how information is shaped and delivered to audiences across various journalistic platforms.

76. (B) The entire process of news gathering, reporting, and writing.
Reportage is a comprehensive term that covers the full range of activities involved in producing a news story. This includes the initial gathering of facts, conducting interviews, verifying information, and the final act of writing the narrative. It encompasses both the practical skills and the ethical considerations that guide the work of a journalist. Reportage is more than just the final product; it is the systematic process of documenting reality and transforming it into informed news.

77. (C) The need to verify information in a fast-paced, digital environment.
One of the greatest challenges for modern journalism is the need for rapid verification in a 24/7 news cycle. Technology allows news to spread instantly, often before it can be fully checked for accuracy. Journalists must balance the pressure for speed with the professional obligation to ensure that the information they provide is correct. This challenge is heightened by the ease with which misinformation and "fake news" can proliferate online, making the verification role more critical than ever.

78. (D) Audiences are seeking specialized, in-depth information.
The growth of niche reporting is a response to audience demand for more specialized and detailed information than general news can provide. In an age of information abundance, many people want expert analysis on specific topics that interest them, such as technology, health, or finance. Niche reporting allows media organizations to cater to these targeted groups, providing them with valuable insights and

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important contacts within that field. By focusing on a specific subject, the reporter can provide more detailed and insightful coverage than a general assignment reporter. Niche reporting is vital for providing high-quality information on complex governmental and legal processes.

49. (A) Both A and R are true and R is the correct explanation of A.
Editing for television is fundamentally different from print because it involves coordinating visual and auditory elements. Television editors must select and sequence video clips, soundbites, and graphics to create a coherent and engaging narrative. While print editing focuses on text and layout, television editing requires a deep understanding of pacing, rhythm, and the relationship between images and sound. Both processes aim for clarity and accuracy but use very different tools and techniques.

50. (A) The underlying framework or ideology that shapes how news is selected and presented.
News perspective refers to the specific framework, values, or ideology that influences how a news organization selects and reports stories. It is the lens through which reality is constructed into news. No reporting is entirely free from perspective, as editorial choices about what to include or exclude are shaped by cultural, political, and commercial factors. Understanding these perspectives is essential for audiences to critically evaluate the information they consume from various media.

51. (B) III, IV, and V
A minor event in a distant location typically has low proximity. However, it can become major news in India if it involves prominent Indian citizens or impacts national interests. Additionally, if the story has strong human interest—such as an unusually heroic or tragic element—it will attract significant attention regardless of its geographical distance. Prominence, consequence, and human interest are powerful news values that can elevate the status of far-off events in domestic reporting.

52. (D) Accountability and correction
Accountability and correction are vital ethical responsibilities for any professional journalist. When errors occur, news organizations must acknowledge them promptly and provide a visible correction. This process demonstrates a commitment to accuracy and transparency, which is essential for maintaining public trust. By being accountable for their mistakes, journalists uphold the integrity of their profession and ensure that the audience receives the most reliable information possible, even after initial reports.

53. (C) Concise, scannable content with clear subheadings and bullet points.
Writing for digital news media must cater to the reading habits of online audiences, who often scan content on screens. Effective digital articles are concise and use clear subheadings, bullet points, and short paragraphs to make information easily accessible. This style differs from long-form print narratives or academic prose. By presenting information in a scannable format, digital journalists ensure that readers can quickly grasp the main points while browsing on various mobile and desktop devices.

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54. (B) Citizen journalism
Citizen journalism occurs when ordinary people, often using social media and mobile technology, report on news events as they happen. Unlike professional journalists, these individuals may not have formal training or follow traditional editorial processes. Citizen journalism has become a significant force, often providing the first reports of breaking news from locations where professional media are not present. It has democratized news gathering but also raised challenges regarding the verification and accuracy of information.

55. (D) Ensuring the report does not incite further violence or hatred.
Reporting on contemporary social issues like communal tensions requires a high degree of ethical care. Journalists must ensure that their reports do not inflame already sensitive situations or incite violence. This involves using neutral language, avoiding inflammatory imagery, and providing a balanced view that promotes understanding rather than division. The primary goal is to inform the public accurately while being mindful of the potential social impact of the reporting on community relations.

originates from the United States. The Press Trust of India is the leading national agency in India, and Agence France-Presse is headquartered in France. These organizations form the backbone of global news distribution, gathering information from around the world and providing it to diverse media outlets, reflecting the historical development of international communication networks.

87. (D) Systemic, long-term processes like poverty and development in the Global South.
A significant critique of Western news values is their tendency to neglect long-term systemic issues in developing countries. While disasters and conflicts are often reported, the complex processes of poverty alleviation, economic development, and social change frequently receive little attention. This creates a distorted view of the Global South, where international audiences are exposed to crises but not to the ongoing efforts and challenges of nation-building and social progress that define the lives of billions.

88. (A) Creating a more complex, multi-directional flow of information.
New technology has transformed global communication by breaking the traditional one-way flow of information from the West to the rest of the world. Digital platforms and social media allow for a multi-directional flow, where news and perspectives can originate from anywhere and reach a global audience instantly. This has made communication flows more complex and decentralized. While it has not eliminated all barriers, it has created a more dynamic and interactive environment for global information exchange.

89. (C) General assignment reporter
A general assignment reporter is a journalist who covers a wide variety of topics as they occur, rather than specializing in a specific beat. They are often called upon to report on anything from local crimes and accidents to political events and community festivals. This role requires versatility and the ability to quickly understand and report on new subjects. General assignment reporting is essential for news organizations to provide broad coverage of the diverse events that shape daily life.

90. (C) II, III, I
Reporting types can be categorized by their level of objectivity. Hard news reporting is the most objective, focusing on presenting facts without personal bias. Interpretative reporting adds a layer of analysis and context, which can introduce more perspective. Advocacy reporting is the most subjective, as its primary goal is to support a specific cause or viewpoint. Understanding these differences helps audiences evaluate the intent and reliability of the information they consume from various journalistic sources.

91. (B) I, II, and III
News values such as proximity, prominence, and conflict are widely recognized as key determinants of newsworthiness. Proximity involves both geographical and psychological closeness, while prominence relates to the status of individuals involved. Conflict is a fundamental element that adds drama and importance to a story. However, there is no fixed number of news values, and their importance can vary depending on the audience and editorial context. These principles help journalists select stories that will interest their readers.

92. (B) All of the above.
The inverted pyramid structure is highly effective because it serves multiple groups in the news process. For readers, it delivers the most important information first. For editors, it allows for easy shortening of stories from the bottom without losing core facts. For reporters, it provides a clear and efficient framework for organizing breaking news. This structural versatility has made the inverted pyramid a standard in journalism, ensuring that essential information is communicated effectively under time and space constraints.

93. (C) Conversational and easy to understand on first hearing.
Writing for radio news requires a conversational style because listeners only have one chance to hear the information. Unlike print, where readers can go back over complex sentences, radio news must be clear and direct on the first hearing. Short, simple sentences and the avoidance of complex data help ensure that the audience can easily follow the story. This style makes radio

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publications that focus on social justice or environmental issues. While it uses journalistic techniques, its primary goal is to promote change or influence public opinion.

64. (A) Both A and R are true and R is the correct explanation of A.
Digital news outlets often rely on generating high traffic to support their advertising-based business models. As a result, headlines are frequently written to be catchy, or "clickable," to encourage social media sharing and user engagement. While this can help a story reach a wider audience, it also risks prioritizing sensationalism over depth. Understanding this commercial pressure is key to analyzing how digital news is presented and consumed in the modern, competitive media landscape.

65. (B) Radio and Television
A soundbite is a short, memorable audio clip from an interview or speech, typically used in radio and television news. It provides a direct voice to a story, making it more personal and engaging for the audience. Because broadcast media have limited time, soundbites must be concise while capturing the essence of the speaker's point. This element is central to the auditory and visual storytelling techniques used in electronic journalism, distinguishing it from print.

66. (A) Copy editing
Copy editing is a critical stage in the news production process where editors meticulously check text for accuracy and quality. This involves verifying facts, correcting grammar and spelling, and ensuring the story adheres to the publication's style guide. Copy editors also work to improve the clarity and flow of the narrative. By refining the reporter's initial draft, copy editors ensure that the final news product is professional, reliable, and easy for the audience to understand.

67. (B) II and IV
Ethical journalism is based on principles such as verification and the clear distinction between news and opinion. Upholding these standards ensures the credibility of the reporter and the news organization. Accepting valuable gifts or using hidden cameras without a strong public interest justification are ethical breaches that can compromise impartiality and violate privacy. By following established ethical codes, journalists fulfill their responsibility to provide the public with accurate, fair, and independent information about significant events.

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68. (D) The emergence of new roles like 'social media editor' and 'data journalist'.
Technology has not made traditional journalistic skills obsolete; rather, it has expanded the profession to include new specializations. Modern newsrooms now require roles like social media editors to manage online engagement and data journalists to analyze and visualize complex information. While the core goals of accuracy and verification remain, the tools and platforms have changed. This evolution demonstrates how journalism adapts to technological advancements while maintaining its essential role in informing a digital-first society.

69. (C) Niche reporting (Business)
A reporter specializing in the stock market and corporate finance is an example of niche reporting within the business sector. This type of journalism requires specialized knowledge of economic systems, financial regulations, and market trends. By focusing on a specific beat, business reporters can provide expert analysis and detailed information that is valuable to investors and professionals. Niche reporting ensures that complex sectors of society receive the in-depth coverage they require for informed decision-making.

70. (A) P-2, Q-1, R-3, S-4
Ethical issues in journalism involve violations of professional standards that can damage credibility. Plagiarism is the act of presenting another's work as one's own, while fabrication involves inventing information. A conflict of interest occurs when personal ties might compromise professional judgment. Bias is a prejudice that prevents impartial reporting. Understanding these ethical pitfalls is essential for journalists to maintain their integrity and for audiences to critically assess the reliability of the information they consume.

71. (D) They gather news from around the world and distribute it to a global client base.
International news agencies play a vital role in global communication by operating a vast

any topic as needed. Niche reporting serves audiences looking for expert analysis on complex subjects like medicine, science, or business.

25. (C) Ensure accuracy, clarity, and readability.
The primary objective of editing in journalism is to refine raw reports into polished, accurate, and professional content. Editors verify facts, correct grammatical errors, and ensure the narrative is clear and engaging for the audience. By maintaining high standards of readability and factual precision, editors uphold the credibility of the news organization. This process ensures that the information presented is reliable and easily understood by the public.

26. (A) The integration of multimedia elements like video and interactive graphics.
Digital reporting is characterized by its ability to combine various forms of media to tell a more comprehensive story. Unlike traditional print, digital platforms integrate video, audio, and interactive graphics to engage users. This multi-sensory approach allows for a more dynamic presentation of information. Additionally, digital media facilitates immediate updates and provides opportunities for user engagement through comments and social sharing, making news consumption an interactive experience.

27. (B) P-2, Q-1, R-4, S-3
Journalistic concepts are defined by their specific roles in the production and distribution of information. News values provide the criteria for selecting stories. The inverted pyramid is the standard structure for hard news. Feature syndicates act as distributors for non-time-sensitive content like columns and comics. Transcreation is the process of creatively adapting a message for a new cultural market. Understanding these concepts is essential for navigating the professional media landscape.

28. (B) The name and title of the person speaking.
In television news, the 'lower third' is a graphic overlay placed in the bottom section of the screen. Its primary function is to provide essential context by displaying the name and professional title of the individual appearing on camera. This presentation technique helps the audience identify sources and understand their relevance to the story being reported. It is a standard tool used to enhance clarity and provide information efficiently.

29. (C) The public's right to know conflicts with an individual's right to privacy.
Ethical dilemmas in journalism often occur when competing values collide, such as the public's right to information versus a person's right to privacy. Reporters must carefully weigh whether revealing certain private details is truly in the public interest or if it causes unnecessary harm. Navigating these situations requires a strong commitment to ethical principles and a nuanced understanding of the potential consequences of publishing sensitive information.

30. (D) 'Coups and earthquakes' syndrome
The 'coups and earthquakes' syndrome describes a tendency in Western media to focus primarily on disasters, violence, and political instability when reporting on developing countries. This narrow focus often ignores positive social, economic, or cultural developments in those regions. This practice reinforces negative stereotypes and provides a distorted view of the Global South, contributing to an imbalanced global communication flow that neglects the daily realities of people there.

31. (D) Statement I is false, but Statement II is true.
Translation is rarely a literal word-for-word conversion; it requires understanding context and meaning to be effective. Transcreation takes this further by prioritizing the emotional response of the target audience over linguistic equivalence. While translation focuses on linguistic accuracy, transcreation allows for significant changes to the original text to ensure that the core message resonates culturally and emotionally. This distinction is vital for effective communication across diverse global markets.

32. (B) To act as a wholesaler of news for other media outlets.
The fundamental role of a national news agency is to function as a central hub for news gathering and distribution within a country. These agencies act as wholesalers, selling their factual reports and images to various newspapers, radio stations, and television channels. By providing a steady stream of national and regional news, they help

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building a loyal following. This specialization is a key trend in the evolving media landscape.

79. (A) Both A and R are true and R is the correct explanation of A.
Transcreation is essential for global marketing because simple translation often fails to capture the emotional and cultural nuances of a message. Slogans and creative campaigns must be adapted to resonate with the specific values and cultural context of the target audience. By focusing on intent and impact rather than just linguistic equivalence, transcreation ensures that a brand's message is effective and appropriate in different markets, avoiding misunderstandings that can arise from a literal translation.

80. (B) Pacing and rhythm of the visual sequence.
While print editing focuses on text and layout, television editing is uniquely concerned with the pacing and rhythm of moving images. Editors must coordinate video clips, sound, and graphics to create a visual narrative that flows naturally and keeps the audience engaged. This involves careful consideration of shot duration and the timing of transitions. The goal is to create a cohesive sensory experience where the visual elements and the spoken script work together to tell a story.

81. (B) The ideological or structural framework that guides news selection and presentation.
A news perspective is the underlying framework or set of values that influences how a news organization interprets and reports events. It is not just a personal opinion but a systematic way of selecting and framing information. These perspectives can be influenced by cultural, political, and commercial factors. Understanding that news is often presented through a particular lens is essential for consumers to critically evaluate different sources and gain a more balanced understanding of complex global issues.

82. (A) Digital – Slow, weekly updates
Digital reporting is characterized by its immediacy and continuous updates, making the idea of "slow, weekly updates" an incorrect description. Unlike print media, which may have daily cycles, or magazines with weekly ones, digital platforms operate on a 24/7 news cycle. They provide real-time information as events unfold. Other characteristics like print's detailed text, radio's "word pictures," and the importance of visuals in television are correctly matched to their respective media, highlighting their unique strengths.

83. (C) Transcreation
Transcreation is the process of adapting a message to ensure it is culturally appropriate and emotionally effective for a new audience. It goes beyond translation by considering the cultural context and nuances of the target language. This process often involves recreating the content entirely to maintain the original intent and impact. Transcreation is vital for international communication and global marketing, ensuring that messages are not only understood but also resonate deeply with people from different cultural backgrounds.

84. (D) An instantaneous switch from one shot to another.
In television production, a cut is the most basic and common type of transition between two video clips. It involves an immediate switch from one shot to the next without any gradual fading or special effects. Cuts are used to maintain the flow of a story and to change perspectives or locations quickly. Understanding various editing techniques, including cuts, dissolves, and wipes, is essential for creating professional and engaging visual narratives in broadcast news and documentary filmmaking.

85. (C) The journalist's primary obligation is to the truth.
The fundamental ethical tenet of journalism is that a reporter's primary allegiance must be to the truth. This means prioritizing factual accuracy and providing a fair representation of events above any other interests, whether personal, commercial, or political. By seeking and reporting the truth, journalists fulfill their essential role in a democratic society, providing citizens with the reliable information they need to make informed decisions. This commitment to the truth is the basis of journalistic credibility.

86. (A) P-3, Q-1, R-2, S-4
News agencies are often associated with their primary country of operation. Reuters is based in the United Kingdom, while the Associated Press

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niche reporters can offer expert analysis and uncover stories that might be missed by general assignment reporters, providing valuable insights to targeted reader groups.

41. (B) II, III, I
The inverted pyramid structure organizes news stories by placing the most critical information at the very beginning. The lead paragraph covers the core facts—who, what, where, when, why, and how. This is followed by secondary details that provide necessary context and background. Finally, the story concludes with the least essential information. This descending order of importance serves the needs of busy readers and allows editors to trim stories from the bottom.

42. (A) It is supplemental footage used to illustrate what the reporter or interviewee is talking about.
In television news production, B-roll refers to the supplemental video footage used to support the primary narrative. It provides visual context for the information being shared by the reporter or an interviewee. By showing relevant scenes, events, or objects, B-roll makes the story more engaging and easier to understand. It is a critical component of visual storytelling, ensuring that the audience has a clear image of the subject being discussed.

43. (D) Digital Reporting: Static, non-interactive content
Digital reporting is fundamentally defined by its interactivity and dynamic nature, making the idea of "static content" an incorrect match. Unlike print, digital media integrates multimedia elements like video, audio, and interactive graphics. It also encourages user engagement through comments and social sharing. While print focuses on in-depth text and radio on sound, digital media thrives on being a flexible, multi-sensory, and highly interactive platform for news and information.

44. (B) Be sensitive when dealing with victims of tragedy or crime.
The ethical principle of minimizing harm requires journalists to treat sources and subjects with respect and compassion. This is particularly important when reporting on victims of tragedy, crime, or sensitive personal situations. Journalists must balance the public's right to know with the potential impact of their reporting on vulnerable individuals. By being sensitive and avoiding unnecessary intrusion, reporters uphold professional standards while acknowledging the human element of the news.

45. (C) A distorted and overly pessimistic portrayal of foreign nations, particularly in the developing world.
A significant critique of Western news values is that their focus on conflict and negativity can lead to a distorted view of the world. By prioritizing disasters and instability, these values often overlook positive developments in foreign nations, especially in the Global South. This selective reporting can create a pessimistic and narrow portrayal of other cultures, contributing to global misunderstandings and reinforcing harmful stereotypes about the lives of people in those regions.

46. (C) P-2, Q-1, R-4, S-3
Professional journalism uses specific terms to describe the different parts of a news story. The lead is the opening paragraph that summarizes the main points. The byline identifies the reporter who wrote the article. The dateline indicates the location and date the story was filed. Copy refers to the written text of the story before it is finalized for publication. Mastery of these terms is essential for anyone working in the media industry.

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47. (A) Interpretative reporting
Interpretative reporting goes beyond the basic facts of an event to explain the underlying causes and potential consequences. It provides the audience with necessary context, helping them understand "why" and "how" something happened. This type of journalism requires deep research and analysis, as the reporter must connect various pieces of information to create a more comprehensive narrative. It is an essential tool for helping the public make sense of complex issues.

48. (B) Niche reporting
A reporter permanently assigned to cover a specific institution, like the Indian Parliament, is practicing niche reporting. This involves specializing in a particular beat, which allows the journalist to develop deep expertise and establish

news accessible and engaging, tailored to the unique auditory nature of the medium.

94. (D) To sell "soft" content like columns, puzzles, and comics to multiple media outlets.
Feature syndicates play a specific role in the media market by providing "soft" or non-time-sensitive content to various publications. Their offerings, such as editorial columns, comic strips, and puzzles, add variety to newspapers and digital platforms at a relatively low cost. By syndicating this content, creators can reach a vast audience across many different outlets. This business model allows individual news organizations to offer diverse and entertaining material without having to produce everything in-house.

95. (A) Both A and R are true and R is the correct explanation of A.
Professional independence is a cornerstone of ethical journalism, as it allows reporters to cover events without fear of retaliation or influence from those in power. By maintaining a detached and objective stance, journalists can serve as a vital watchdog, holding institutions and individuals accountable. This independence is essential for providing the public with fair and accurate information, ensuring that journalism fulfills its democratic role of informing the citizenry and checking the abuse of power.

96. (B) How the story appears on different screen sizes (responsive design).
In digital editing, a key consideration is responsive design, ensuring that news content is easily readable on various devices, from smartphones to large desktop monitors. This involves adjusting layouts, images, and text to fit different screen sizes. As more people consume news on mobile devices, editors must prioritize the user experience across all digital platforms. This technical aspect of editing is as important as content quality in ensuring that information reaches and engages a diverse online audience.

97. (B) To give voice to the voiceless and marginalized.
An important ethical principle in reporting on contemporary social issues is the commitment to represent diverse perspectives, particularly those of marginalized groups. Giving voice to the voiceless helps provide a more complete and fair picture of society and its challenges. This practice promotes social justice and helps the public understand issues from multiple viewpoints. By including these voices, journalists fulfill their responsibility to report on the whole community and to highlight systemic problems that might otherwise be ignored.

98. (A) The way information and media content moves between countries and regions.
Global communication flows refer to the patterns and processes by which information, news, and cultural content move across international borders. This includes everything from international news agency reports to the spread of social media content and global advertising. Analyzing these flows helps identify imbalances in information exchange and the influence of dominant media cultures. In the digital age, these flows have become more rapid, complex, and multi-directional, reshaping how people around the world experience and understand global events.

99. (C) Niche reporting
Niche reporting refers to specialized journalism that focuses on specific areas like science, sports, or politics. By concentrating on a particular beat, reporters can develop deep expertise and provide more detailed and insightful coverage than general assignment reporters. This specialization is increasingly important in a complex world where audiences seek expert analysis on specific topics that affect their lives. Niche reporting ensures that important sectors of society receive the in-depth journalistic attention they deserve.

100. (A) Both Statement I and Statement II are true.
A major critique of Western news values is that their global application can result in cultural imperialism. This occurs when the dominant news values and perspectives of Western media are imposed on other cultures, potentially overshadowing local norms and viewpoints. By shaping how global news is selected and framed, Western organizations can influence how people worldwide perceive reality and cultural identity. This critique highlights the power dynamics inherent in the global flow of information and the need for more diverse perspectives.

101. (D) The reporter's salary

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adds variety and depth to newspapers and digital media outlets.

116. (A) Both A and R are true and R is the correct explanation of A.
Effective digital news writing must account for the scanning behavior of online readers. People often browse web pages quickly rather than reading linearly from start to finish. Therefore, techniques like subheadings, bullet points, and short paragraphs are essential for making information easily accessible. By using these scannable formats, digital journalists ensure that their content is engaging and that the main points are clear to users, whether they are reading on a smartphone or a desktop computer.

117. (A) The editing process.
The editing process is a fundamental part of news production that involves meticulously checking all facts, names, and figures before publication. This quality control measure is essential for maintaining accuracy and credibility. Editors act as a second pair of eyes, ensuring that the reporter's work is free from errors and adheres to professional standards. By verifying information, the editing process protects the news organization's reputation and ensures that the public receives reliable and trustworthy information about current events.

118. (B) Inventing a source to support a claim.
Fabricating or inventing a source is a major ethical breach in journalism, as it directly violates the principle of truth and accuracy. This practice misleads the audience and undermines the credibility of the entire news organization. Ethical reporting relies on verified information and real sources to build trust with the public. In contrast, correcting errors and using public records for investigation are professional and ethical practices that support the goals of transparent and accountable reporting in a democratic society.

119. (A) New World Information and Communication Order (NWICO).
The concept of imbalance in global communication flows was a central issue in the New World Information and Communication Order debates. Developing nations argued that global news was dominated by a few Western agencies, leading to a distorted view of their cultures. They called for a more equitable flow of information and a more diverse representation of perspectives in international media. These debates highlighted the power dynamics in global communication and the need for a more balanced international information landscape.

120. (C) Niche reporting
Specialized reporting on legal affairs and court proceedings is a form of niche reporting. Journalists in this field must have a deep understanding of the legal system, court procedures, and relevant laws to provide accurate and insightful coverage. This specialization allows them to explain complex legal issues to the public and to provide detailed reports on significant trials. Niche reporting ensures that important institutions like the judiciary receive the specialized journalistic attention they require for effective public oversight.

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121. (B) I, II, and III
Core news values like timeliness, proximity, and conflict are the fundamental criteria used to determine the newsworthiness of a story. Timeliness prioritizes recent events, proximity focuses on geographical or psychological closeness, and conflict adds drama and significance. These values are objective standards used by journalists to evaluate information. Personal factors, such as a reporter's mood, are irrelevant to the professional decision-making process, which relies on these established principles to provide the audience with relevant and engaging news.

122. (B) Layout and design
In print media, layout and design are the processes used to arrange text, headlines, and images on a page. This visual organization is crucial for creating a readable and attractive publication. It involves making decisions about font sizes, column widths, and the placement of photographs to guide the reader through the content. Effective layout ensures a balance between stories and advertisements, making the newspaper or magazine visually engaging and easy to navigate for the audience within its physical space.

123. (D) Statement I is false, but Statement II is true.

information is understandable and impactful. This balancing act is essential for providing responsible and effective reportage that informs the public and supports informed decision-making during significant global and local crises.

109. (B) Gatekeepers
New technology has significantly reduced the power of traditional media gatekeepers, such as editors and large news organizations. In the past, these entities largely controlled which information reached the public. Today, digital platforms and social media allow individuals to share news and perspectives directly with a global audience, bypassing these traditional filters. While this has democratized information flow, it has also raised challenges regarding the verification and quality of news, as the role of traditional gatekeepers has been diminished.

110. (C) "The emphasis on 'conflict' can lead to a distorted, negative perception of other cultures."
A key critique of Western news values is that their focus on conflict can create a distorted and overly negative view of foreign cultures. By prioritizing disasters and violence, Western media may ignore the positive social and cultural developments in other countries. This selective reporting can lead to international misunderstandings and reinforce harmful stereotypes. Recognizing this potential for bias is essential for a more critical and balanced understanding of how global news is selected and presented across different media organizations.

111. (B) Niche reporting
Environmental reporting is a form of niche journalism where reporters develop specialized knowledge about conservation, pollution, and climate policy. By focusing on this specific beat, journalists can provide in-depth analysis and expert coverage of complex environmental issues. This differs from general assignment reporting, which covers a wider range of topics superficially. Niche reporting ensures that important sectors like the environment receive the detailed and informed journalistic attention they need to inform public debate and influence policy decisions.

112. (A) Decide if an event is newsworthy.
News determinants, or news values, serve as the primary criteria for journalists and editors to evaluate the newsworthiness of an event. Factors such as timeliness, proximity, prominence, and conflict help them decide which stories are most likely to interest and impact their audience. By applying these standards, newsrooms can efficiently filter the vast amount of daily information and prioritize the reports that deserve public attention, ensuring that the final news product remains relevant and engaging.

113. (A) II, IV, I, III
Producing a television news story typically follows a logical sequence. First, a reporter conducts interviews and gathers visual material, known as B-roll. Next, the reporter writes the script to accompany the footage. Then, an editor assembles the video, audio, and graphics into a final package. Finally, the news anchor introduces the completed story on-air. This collaborative process ensures that the visual and auditory elements work together effectively to deliver a clear and engaging news report.

114. (A) News is a constructed reality shaped by various factors.
Perspective in news indicates that reporting is not a perfect mirror of reality but a constructed narrative. Various factors, including editorial choices, cultural background, and political context, shape how an event is interpreted and presented. This means that different news organizations may report on the same event in different ways. Recognizing this constructed nature of news is essential for audiences to be critical consumers of information, understanding that every report is influenced by the lens through which it is created.

115. (A) News agencies focus on hard, timely news; syndicates on "evergreen" features.
A key difference between news agencies and feature syndicates is the nature of the content they provide. News agencies are primarily concerned with delivering hard, timely, and breaking news reports to their subscribers. In contrast, feature syndicates specialize in "evergreen" or non-time-sensitive material, such as columns, comic strips, and lifestyle articles. While agencies support the daily news cycle, syndicates provide the supplementary and entertaining content that

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provide sensitive information, as this is essential for investigative reporting and maintaining trust. However, the law may require the disclosure of this information in certain legal proceedings. This dilemma highlights the challenges journalists face in fulfilling their ethical duties while navigating legal systems that may not always grant them the privilege of protecting their confidential sources.

131. (A) I, II, and III
Technology has significantly impacted journalism by creating new distribution platforms and introducing innovative tools like data visualization for storytelling. However, it has also created financial challenges for traditional news outlets as they adapt to new monetization models. While technology has changed how news is produced and consumed, it has not eliminated the need for ethical standards or reduced the skills required for professional journalism. Instead, it has introduced new complexities that require journalists to be more versatile and ethically aware than ever before.

132. (A) Reporting is about gathering information, while editing is about refining it for publication.
The relationship between reporting and editing is fundamental to news production. Reporting involves the initial act of gathering facts, conducting interviews, and writing the first draft of a story. Editing is the subsequent process of refining that draft, ensuring accuracy, clarity, and adherence to professional standards. Both roles are essential and work together to produce high-quality news. While reporters focus on the raw information, editors provide the quality control and polishing necessary to turn that information into a professional and reliable news product.

133. (B) Short, declarative sentences that are easily understood.
Radio news is characterized by a clear and direct writing style using short, declarative sentences. Since the audience only hears the information once, the language must be easy to understand on the first hearing. Complex sentences and dense data are avoided to maintain clarity. This conversational and straightforward approach is tailored to the auditory nature of radio, ensuring that the listener can quickly and easily grasp the main points of the news report without the need for visual or repeated information.

134. (A) Providing a shared pool of news content, fostering national awareness.
National news agencies play a crucial role by providing a consistent stream of news from across the country to various media outlets. This shared pool of information helps ensure that regional and national events receive broad coverage, fostering a sense of national awareness among citizens. By acting as a central hub for news gathering and distribution, these agencies support the work of individual media organizations and contribute to a more informed and connected national public, rather than serving as government propaganda or censorship tools.

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135. (A) Emotional and cultural resonance.
The key distinction between translation and transcreation is the latter's focus on achieving emotional and cultural resonance with the target audience. While translation aims for linguistic accuracy, transcreation allows for the creative adaptation of the message to ensure it is culturally appropriate and effective. This is particularly important in marketing and global communication, where the goal is to evoke the same feelings and responses in different cultural contexts, which often requires more than just a literal word-for-word translation of the original text.

136. (A) Both A and R are true and R is the correct explanation of A.
Newspaper editors possess significant influence because they decide which stories are prioritized through placement and headline creation. By choosing which issues to highlight, they shape the public's perception of what is important. This gatekeeping role is essential for managing information but also carries a responsibility to be fair and balanced. The editor's decisions influence the social and political agenda by determining which events receive the most prominence in the news, thereby affecting public debate and the collective understanding of current reality.

137. (D) All of the above
Ethical reportage is built on core principles such as independence, impartiality, and accountability. Independence ensures that journalists are free from outside influence, while impartiality requires them to present multiple viewpoints fairly. Accountability means

Journalism is not just about expressing personal opinions; it is a professional discipline focused on gathering and presenting verified, factual information. Professional journalists have an allegiance to accuracy and impartiality, which distinguishes their work from pure commentary. While opinion pieces exist in media, the core of journalism lies in the disciplined verification of facts. This commitment to truth and accuracy is essential for maintaining the credibility of the news and its role in providing reliable information to the public.

124. (A) The tendency to view the world and judge events from the perspective of one's own culture.
Ethnocentrism in news refers to the practice of evaluating events and other cultures based on the values and perspectives of one's own society. This is a common critique of Western news values, which are often accused of being ethnocentric by prioritizing Western interests and viewpoints. This can lead to a distorted and potentially biased portrayal of non-Western cultures, as their experiences are judged through a narrow, culturally specific lens. Recognizing ethnocentrism is essential for achieving a more balanced global perspective in news.

125. (B) Faster and more continuous.
The rise of 24/7 news channels and the internet has significantly accelerated the news cycle, making it a continuous process. News is now reported as it happens, with constant updates throughout the day. This shift from daily to real-time reporting has increased the pressure on journalists to be fast and has changed how audiences consume news. While this immediacy keeps the public informed, it also raises challenges for the thorough verification of information in a highly competitive and fast-paced media environment.

126. (A) Niche Reporting
Niche reporting requires journalists to develop deep and specialized knowledge in a specific field, such as medicine or technology. This allows them to provide expert analysis and detailed coverage that goes beyond the surface-level reporting of general assignment journalists. By focusing on a specific sector, niche reporters can uncover important stories and explain complex developments to a targeted audience. This specialization is essential for providing high-quality information in a world where many subjects require expert-level understanding and informed journalistic reporting.

127. (B) A new government policy that will raise taxes for millions of people.
Consequence is a news value that focuses on the impact of an event on a large number of people. A government policy that changes taxes for millions is highly newsworthy because it directly affects many individuals' lives. This type of story is prioritized because of its significant societal implications. Unlike minor personal events or local occurrences with limited reach, stories with high consequence are essential for informing the public about major changes and developments that will have a broad and lasting impact.

128. (A) P-3, Q-4, R-1, S-2
Different journalistic processes serve specific functions. Print editing involves layout and headline writing. Transcreation is the creative adaptation of a message for a new cultural context. Reporting is the primary act of gathering facts and interviewing sources. Feature syndication is the distribution of content like comic strips to multiple outlets. Understanding these distinct roles and how they interact is essential for understanding the complex ecosystem of news production and the various specialized tasks that contribute to the final media product.

129. (A) Increase user engagement by continuously loading new content.
Infinite scroll is a digital presentation technique designed to keep users on a website by automatically loading new content as they scroll down. This technique increases engagement by providing a seamless and continuous stream of information. It is commonly used on social media and digital news sites to encourage users to explore more content without having to click through multiple pages. While effective for engagement, it also reflects the fast-paced and high-volume nature of information consumption in the modern digital media environment.

130. (A) Ethics and law.
A journalist's refusal to reveal a confidential source often creates a conflict between professional ethics and the law. Ethically, journalists are bound to protect sources who

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provide a more dynamic way for audiences to explore information. By utilizing these digital-first tools, news organizations can create a more immersive and participatory experience for their users, catering to the unique capabilities and user habits of the online environment in the modern digital age.

145. (B) I, II, and III
News agencies serve as wholesalers of information, providing a diverse range of stories to media outlets that might not have the resources to gather them independently. Prominent examples include international organizations like Reuters and the Associated Press. Agencies have been a part of the media landscape long before the internet, reflecting their historical importance in news gathering and distribution. By providing a steady stream of global and regional news, they help ensure that diverse and significant events receive wide coverage across various media platforms worldwide.

146. (B) Radio
"Writing for the ear" is the fundamental principle of radio journalism, where information is delivered through spoken language and sound. This style prioritizes clarity, simplicity, and a conversational tone to ensure that listeners can easily understand the news on the first hearing. Unlike print, which is written for the eye, radio must create "word pictures" to help the audience visualize events. By focusing on the auditory experience, radio journalists make their reporting accessible and engaging for a medium that relies entirely on sound to convey information.

147. (B) Clarity
A primary goal of the editing process is to enhance the clarity of a news story. Editors work to ensure that the narrative is easy to understand, free from ambiguity, and effectively communicates the most important facts. This involves refining the language, organizing the information logically, and removing unnecessary complexity. By improving clarity, editors help the audience grasp the significance of the news quickly and accurately, which is essential for providing reliable and professional information in a fast-paced and high-volume media environment today.

148. (C) 'Fourth Estate' or watchdog of democracy.
Journalism's status as a profession is deeply tied to its social role as the "Fourth Estate." This concept highlights journalism's duty to act as a watchdog, holding government and other powerful institutions accountable. By providing the public with accurate information and independent investigation, professional journalism supports the functioning of a democratic society. This sense of public service and responsibility to the truth is what distinguishes journalism as a profession with a vital role in maintaining transparency and informing the citizenry.

149. (A) It highlights the inequality in access to technology between different populations.
The digital divide is a critical concept in global communication, referring to the unequal access to technology and information between different regions and socioeconomic groups. This gap affects how individuals can participate in the digital news environment and stay informed. Recognizing the digital divide is essential for understanding imbalances in global information flow and the challenges of achieving universal access to the benefits of new communication technologies. It highlights the social and economic barriers that can prevent some populations from fully engaging in the digital information age.

150. (C) A form of 'information imperialism'.
A critique of applying Western news values globally is that it can represent "information imperialism," where a few dominant cultures control the international news agenda. This can lead to the marginalization of local perspectives and the promotion of a narrow, Western-centric view of the world. By shaping how global information is selected and presented, dominant media powers can influence public opinion and cultural identity worldwide. This critique calls for a more balanced and diverse international communication flow that respects and includes a wider range of cultural perspectives.

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151. (C) Everything reporting
Niche reporting is by definition specialized, focusing on specific sectors like health, technology, or the environment. The concept of "everything reporting" is the opposite of this specialization and refers more to general assignment reporting where no specific expertise is required. Niche

that news organizations take responsibility for their work and correct errors promptly. These combined values are essential for maintaining public trust and ensuring that journalism fulfills its professional and social role of providing reliable, fair, and transparent information to the public about significant issues and events.

138. (B) Critique of Western news dominance.
The argument that global news is dominated by a few Western agencies is a cornerstone of the critique of Western media power. This critique suggests that the dominance of organizations like Reuters and the Associated Press creates an imbalanced flow of information, where Western perspectives and values are prioritized globally. This can lead to a distorted view of the developing world and a lack of diverse voices in international news. Understanding this critique is essential for analyzing the power dynamics inherent in global communication flows today.

139. (A) Niche reporting
A journalist specializing in food and restaurant reviews is an example of niche reporting, focusing on a specific lifestyle sector. Like health or technology reporters, food journalists develop deep expertise in their particular area, providing detailed and informed coverage for a targeted audience. This type of reporting goes beyond general news to offer expert analysis and specialized information. Niche reporting ensures that all areas of human interest and activity receive dedicated journalistic attention, catering to the diverse and specialized interests of modern audiences.

140. (B) The daily sunrise.
The daily sunrise is not considered news because it is a routine and predictable natural event that lacks novelty and significance. In contrast, news is defined by events that are recent, unusual, or impactful, such as a declaration of war or a major scientific discovery. News determinants like timeliness, novelty, and consequence are used to select events that are worth reporting. Routine occurrences, no matter how important to life, do not meet the criteria of being "new" information that requires journalistic reporting to the public.

141. (C) The least important details.
In the inverted pyramid structure, the base of the pyramid represents the end of the story, which contains the least essential details. The structure starts with the most critical facts at the top, followed by supporting information. This arrangement allows readers to grasp the main points quickly and gives editors the flexibility to cut the story from the bottom if space or time is limited. This hierarchy of information is a fundamental principle of news writing, prioritizing clarity and efficiency in the delivery of hard news.

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142. (A) IV, II, I, III
Mass communication platforms have emerged in a clear historical sequence. Print newspapers were the first truly mass news medium. This was followed by the rise of radio, which introduced the immediacy of sound. Television later added the power of moving images to news broadcasting. Finally, the internet has created a decentralized and interactive digital media landscape. This chronological progression shows how each new technology has built upon and challenged previous media, continuously reshaping how society gathers, shares, and consumes news and information.

143. (A) Deciding whether to use a graphic image of a victim, balancing public interest with respect for the individual.
Ethical dilemmas in journalism often involve balancing competing values, such as the public's right to know and the need to minimize harm to individuals. Deciding whether to use a graphic image of a victim is a classic example of this challenge. Reporters must weigh the potential for informing the public against the risk of violating the privacy and dignity of the person involved. Navigating these situations requires a strong commitment to ethical principles and a careful consideration of the potential social impact of the reporting.

144. (B) Interactive graphics, videos, and user-generated content integration.
Digital media presentation focuses on multi-sensory and interactive elements that distinguish it from traditional media. These include the use of interactive graphics, embedded videos, and the integration of user comments and feedback. These techniques enhance engagement and

Core news values or determinants, such as timeliness, proximity, and consequence, are the criteria used to judge the newsworthiness of an event. These factors focus on the event's relevance to the audience and its impact on society. In contrast, personal details like a reporter's salary have no bearing on whether a story is considered news. Professional journalism relies on objective standards of importance and interest to select stories, rather than the personal circumstances of the individuals reporting them.

102. (B) Organizational pattern.
The structure of a news story refers to its organizational pattern, which determines how information is sequenced and presented. Common structures include the inverted pyramid for hard news and narrative or chronological formats for features. The choice of structure is essential for clarity and helps the audience understand the most important points quickly. By using established organizational patterns, journalists ensure that their reports are well-organized and effective in communicating complex information within limited time or space.

103. (B) Audio, moving images, and text/graphics.
Television news is a unique medium because it integrates audio, moving images, and on-screen text or graphics to tell a story. This multi-sensory approach allows for dynamic storytelling where the visual and auditory elements complement each other. Graphics and lower-thirds provide additional context without the need for spoken explanation. By combining these three elements, television news can create powerful and engaging narratives that are distinct from the text-based nature of print or the purely auditory experience of radio.

104. (B) I, II, and III
News agencies serve as a vital shared resource, lowering news-gathering costs and providing access to information from remote areas where individual outlets may not have staff. They also play a role in setting the global news agenda by prioritizing certain stories. However, their role is not to create fictional content or to replace local reporters, who provide essential community-specific coverage. Agencies and local reporters complement each other, ensuring a comprehensive flow of both broad international and detailed local information.

105. (B) Print and Digital Media
The phrase "writing for the eye" describes the style used in print and digital media, where information is conveyed through written text and visual layout. This approach allows readers to see the structure of the story, scan headlines, and examine images at their own pace. In contrast, broadcast media is "written for the ear," prioritizing sound and spoken language. Understanding these different sensory orientations is essential for journalists to tailor their writing and presentation techniques to the specific requirements of their medium.

106. (B) P-3, Q-2, R-1, S-4
Different media utilize specific editing and presentation terms. A jump cut is a visual transition in television. A dummy is a layout plan for print media. Hyperlinks are a defining feature of digital media, connecting various online resources. Soundbites are short audio clips used in both radio and television. Matching these terms to their respective media helps define the unique technical and creative processes involved in producing news across different communication platforms in the modern information landscape.

107. (A) A commitment to a set of skills, standards, and public service.
Journalism as a profession is defined by a commitment to specific skills, ethical standards, and the ideal of public service. It involves more than just writing for money; it requires a dedication to factual accuracy, verification, and serving the public's right to know. This professional identity is built on a shared code of ethics and a sense of responsibility to hold power accountable. By adhering to these standards, journalists maintain the credibility and integrity essential for their role in society.

108. (D) All of the above.
Reporting on complex contemporary issues like a pandemic requires journalists to balance multiple competing factors. They must provide accurate information quickly while respecting individuals' privacy and the public's right to know. Furthermore, they must translate scientific data into relatable human stories to ensure the

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reporting allows for deep, expert-level coverage of particular subjects, catering to audiences seeking in-depth information. In contrast, general reporting provides a broader but less specialized overview of news. Both roles are essential, but they serve different purposes in the news ecosystem.

152. (B) P-3, Q-2, R-1, S-4
News values provide criteria for evaluating the importance of different events. Prominence relates to well-known people, proximity to geographical closeness, human interest to emotional stories, and consequence to widespread impact. Matching these values to specific examples, such as a prime minister's health or a local infrastructure issue, helps explain how journalistic decisions are made. Understanding these principles is essential for analyzing how the news media selects and prioritizes the information that is presented to the public daily across various media platforms and news cycles.

153. (A) Both A and R are true and R is the correct explanation of A.
The digital age has expanded the editor's role beyond traditional content refinement to include technical and strategic considerations. Modern editors must understand Search Engine Optimization to increase visibility, manage social media engagement, and integrate multimedia elements like video and graphics. They also use real-time analytics to understand audience behavior and adjust their strategies accordingly. This complexity reflects the interactive and data-driven nature of digital media, where technical skills and traditional journalistic judgment are both essential for managing successful news organizations today.

154. (B) Editing
Rewriting a news story from a wire service to fit a local publication's style and space is a fundamental task of editing. This process ensures that the content is relevant to the local audience and conforms to the specific standards and layout requirements of the news organization. While the original information comes from the wire service, the act of refining and adapting it is part of the essential quality control and professional polishing that editors provide to ensure that the final news product is accurate, readable, and appropriate.

155. (D) Statement I is false, but Statement II is true.
Journalistic ethics are primarily professional standards rather than legally binding rules. They are often self-enforced by news organizations and professional bodies through codes of conduct. While some laws affect reporting, the core principles of truth, fairness, and independence are matters of professional integrity and social responsibility. These ethics guide journalists in their work and help maintain public trust. Understanding that ethics are self-regulated helps explain the variation in journalistic standards and the ongoing importance of professional accountability in the media industry worldwide.

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156. (A) Dependency Theory and critique of global communication.
Dependency Theory analyzes the imbalanced flow of information from developed "core" nations to developing "peripheral" nations. This perspective suggests that global news and cultural content are dominated by a few powerful countries, which can influence the development and perspectives of other nations. This critique is a central theme in global communication studies, highlighting the power dynamics in international information exchange. It calls for a more equitable global communication system that includes diverse voices and perspectives from all parts of the world, rather than just the Global North.

157. (B) Other news organizations.
National news agencies function as wholesalers of information, meaning their primary customers are other news organizations like newspapers and broadcasters. These media outlets subscribe to the agency's news feeds to get a steady stream of factual reports and images. While the ultimate consumer is the general public, the agency's direct professional role is to support the news-gathering efforts of other media. This business model allows news organizations to provide comprehensive coverage of regional and national events that they might not have the resources to cover independently.

158. (B) Niche reporting

Specialized coverage of sectors like the arts, education, or law is a form of niche reporting. By focusing on a specific beat, journalists develop the expertise needed to provide in-depth analysis and expert information. This type of journalism caters to audiences seeking more than just a general overview of current events. Niche reporting ensures that all major areas of social and cultural life receive the detailed and informed journalistic attention they need, contributing to a more nuanced and comprehensive public understanding of complex institutional and cultural developments.

159. (B) Identify the author of the article.
A byline is a standard element of a news article that identifies the reporter or author who wrote the piece. It provides accountability and recognition for the journalist's work. By including the author's name, news organizations demonstrate transparency and allow the audience to know who is responsible for the information presented. In modern journalism, bylines may also include links to the author's other work or social media profiles, helping to build a connection between the reporter and the audience and establishing professional credibility.

160. (C) A 'photo gallery' that a user can click through.
A photo gallery is a presentation technique specific to digital media that allows users to interactively browse through a series of related images. This format provides a more immersive way to tell a visual story than a single printed photograph. Digital platforms use these interactive tools to enhance engagement and provide a multi-layered experience for the audience. By utilizing the unique capabilities of the web, digital journalists can present information in dynamic ways that are not possible in traditional print or broadcast media formats.

161. (B) The use of attribution at the beginning of a sentence (e.g., "Police say...").
In broadcast news, it is standard practice to place attribution at the beginning of a sentence. This informs the listener immediately about the source of the information, which is important for clarity in an auditory medium. Phrases like "Police say" or "Witnesses report" provide essential context before the main point of the sentence is delivered. This technique helps the audience follow the flow of the story and understand the reliability of the information being presented, making broadcast news more direct and easier to process.

162. (B) Independence
Accepting money to write a positive story is a severe violation of the journalistic principle of independence. This practice, known as checkbook journalism or paid-for content disguised as news, compromises the reporter's impartiality and damages the credibility of the entire organization. Professional journalists must remain free from financial or personal ties that could influence their work. Maintaining independence ensures that the news provided to the public is fair, objective, and serves the public interest rather than the private interests of any third party.

163. (A) The space in the newspaper available for news content after advertisements are placed.
In print journalism, the "newshole" refers to the total amount of space available for news stories and images after all advertisements have been placed. The size of the newshole can vary daily depending on the volume of ad sales. This spatial constraint is a key consideration for editors as they decide which stories to include and how long they can be. Managing the newshole requires careful planning to ensure a balance between providing comprehensive news coverage and maintaining the financial viability of the newspaper.

164. (A) I, II, III, and IV
Digital news is defined by keywords for visibility, user engagement through comments, scannable text, and the integration of multimedia elements like videos and links. These characteristics cater to the interactive and multi-layered nature of the online environment. Unlike traditional media with fixed publication times, digital news is updated continuously. By using these digital-first techniques, news organizations can provide a more dynamic and engaging experience for their users, allowing for real-time interaction and a more comprehensive exploration of information across various digital platforms.

165. (A) Critique of Western news values.
The argument that news values are socially and culturally constructed is a core part of the critique of Western media dominance. This

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perspective suggests that the criteria for what is considered newsworthy are not universal but are shaped by the values and interests of the societies that produce the news. This critique challenges the idea that Western news values are neutral and objective, arguing instead that they reflect specific cultural and political frameworks. Recognizing this help audiences understand the diverse ways in which reality is constructed into news globally.

166. (B) Less timely and more focused on a human-interest angle.
A feature story differs from hard news by focusing more on human interest, personality profiles, or in-depth analysis of a particular topic. Features are generally less time-sensitive than hard news and can be read anytime. They often use a more descriptive and narrative style to engage the audience emotionally. While hard news provides immediate information about recent events, feature stories offer depth, context, and a more personal look at the issues and people that shape our world, adding variety and richness to journalistic content.

167. (A) Both A and R are true and R is the correct explanation of A.
While the inverted pyramid remains a standard for breaking news, digital platforms allow for more diverse and flexible storytelling structures. Digital journalists can use narrative sidebars, embedded videos, and non-linear paths that allow users to explore a topic in more depth. This flexibility reflects the interactive nature of the web, where readers are not restricted to a linear narrative. By using these diverse formats, digital media can provide a more comprehensive and engaging experience that goes beyond the traditional constraints of print and broadcast news structures.

168. (B) Niche reporter (Defence)
A journalist specializing in the defence ministry and national security is a niche reporter in the defence sector. This role requires a deep understanding of military affairs, national policy, and international relations. By focusing on this specific beat, the reporter can provide expert analysis and detailed information that is essential for informing the public about national security issues. Niche reporting ensures that complex and sensitive areas of government receive the specialized journalistic attention they need for effective public oversight and informed societal debate on national security.

169. (B) The date of publication and the city from which the story is dispatched.
A dateline in a news report provides essential information about the location and date of the story's origin. It informs the audience exactly where the event occurred and when the report was filed. This practice adds transparency and credibility to the news, as it identifies the source and context of the information. Datelines are a standard feature in both print and digital journalism, helping to ground the news in a specific time and place and providing a clear record of the story's geographic and temporal context.

170. (D) All of the above
In the digital age, journalists need a diverse set of skills beyond traditional writing and reporting. These include multimedia literacy to create video and audio content, social media management to engage with audiences, and data analysis to uncover stories in complex information. Modern newsrooms require journalists to be versatile and technically proficient to navigate the interactive and data-driven digital media landscape. By mastering these diverse skills, journalists can effectively tell stories across multiple platforms and stay relevant in an evolving and highly competitive international media environment.

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171. (C) Reinforcing stereotypes.
A major ethical challenge in reporting on contemporary issues is the risk of reinforcing harmful social stereotypes. Journalists must be careful to avoid simplistic or biased portrayals of diverse groups, which can lead to prejudice and misunderstanding. Ethical reporting involves using neutral language, presenting multiple perspectives, and being mindful of the potential social impact of the narrative. By avoiding stereotypes and promoting nuanced understanding, journalists fulfill their responsibility to represent the whole of society fairly and to contribute to a more informed and inclusive public debate.

172. (B) Global advertising and marketing.

An unusual event, such as "man bites dog," is considered newsworthy primarily due to its novelty or oddity. News determinants prioritize events that are out of the ordinary or surprising. These stories are likely to capture audience interest because they deviate from routine and predictable events. Novelty is a fundamental news value that helps journalists identify and report on the unusual occurrences that define and challenge our understanding of daily life. This focus on the "new" and "different" is a key part of what makes information considered news.

226. (B) P-3, Q-1, R-2, S-4
Different journalistic terms are associated with specific media platforms. The inverted pyramid is a standard news structure for print and digital. Soundbites are short audio clips used in radio and television. SEO-friendly headlines are a defining feature of digital media, and page dummies are layout plans used in print production. Matching these terms to their respective media helps explain the unique technical and creative processes involved in producing news across different platforms, highlighting the specialized skills and techniques required in the diverse and evolving modern media industry today.

227. (A) A reporter is expected to be objective, while a columnist expresses opinions.
The key difference between a reporter and a columnist lies in their expected level of objectivity. Reporters are tasked with gathering and presenting facts fairly and accurately without personal bias. In contrast, columnists are expected to provide regular opinion, analysis, and a personal perspective on current events. Both roles are important in a news organization, but they serve different purposes. While reporters provide the factual foundation, columnists offer interpretation and debate, contributing to a more nuanced and comprehensive public understanding of complex social and political issues.

228. (C) The narration by a reporter or anchor while video is shown.
In television news, a voice-over refers to the narration provided by a reporter or anchor while supplemental video footage is shown on the screen. This technique allows the spoken script and the moving images to complement each other, providing a more engaging and detailed narrative. The voice-over explains the visual content and provides essential context without the narrator having to be on camera. This is a fundamental presentation technique in broadcast journalism, essential for creating clear and cohesive visual stories that are easy for the audience to follow.

229. (D) A duty to fabricate stories for entertainment.
Professional journalism is based on a commitment to truth, public service, and the rigorous discipline of verification. These values ensure that journalism provides a reliable and transparent service to society. In contrast, the fabrication of stories for entertainment is a direct violation of professional standards and ethics. Journalism's primary role is to report accurately on real-world events, providing the information citizens need to make informed decisions. Maintaining high professional standards is essential for preserving the credibility and integrity of the news and its vital role in a democratic society.

230. (A) Reportage of a contemporary issue.
Reporting on the complexities of a new trade agreement is a form of reportage on a contemporary issue. This type of journalism involves gathering and presenting factual information on significant current events that have social, political, or economic implications. The goal is to inform the public about complex developments and explain their potential impact. This type of reporting requires thorough research and analysis, fulfilling journalism's role of providing the citizenry with the reliable information they need to understand and participate in debates on important global and national issues today.

231. (A) The rise of the internet and social media.
The traditional one-way flow of information from Western nations has been significantly challenged by the rise of the internet and social media. These digital platforms allow for a more decentralized and multi-directional flow of news and perspectives, where content can originate from anywhere and reach a global audience instantly. This has democratized global communication and allowed for a more diverse range of voices to be heard internationally. While imbalances still exist, the internet has

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A scientific breakthrough that could cure a disease has high consequence because it has the potential to impact the lives of a large number of people. This news value prioritizes events with significant societal implications. Such stories are highly newsworthy because they inform the public about major developments that could lead to positive changes in health and well-being. Focusing on consequence helps news organizations identify and prioritize the stories that are most important and relevant to the collective interests and future of their entire audience and society.

180. (B) Citizen journalism and user-generated content.
New technology has allowed individuals to report on news events directly, bypassing traditional media gatekeepers like editors and news organizations. This has led to the rise of citizen journalism and user-generated content, where ordinary people share their perspectives and reports with a global audience. This decentralization of information flow has democratized news gathering but also raised challenges regarding the verification and quality of information. It reflects a major shift in the media landscape where professional journalism must now coexist with a vast array of new digital information sources.

181. (A) Journalists and their organizations are responsible for the accuracy and fairness of their work.
Accountability is a core principle of professional journalism, requiring reporters and news organizations to take responsibility for the accuracy and fairness of their work. This involves a commitment to correcting errors promptly and transparently. By being accountable, journalists build and maintain trust with their audience, which is essential for their role as a reliable source of information. Accountability also means being open to public criticism and following established ethical standards that ensure the news remains a credible and professional service for all members of society.

182. (B) A deep, specialized knowledge of a specific field.
Niche reporting is defined by the journalist's deep and specialized knowledge in a particular field, such as finance or technology. This allows for in-depth coverage and expert analysis that general assignment reporting cannot provide. By focusing on a specific beat, niche reporters can offer valuable insights and detailed information to a targeted audience. This specialization is increasingly important in a complex world where many subjects require expert-level understanding to be reported accurately and effectively, ensuring that the public receives high-quality information on a wide range of topics.

183. (C) Statement I is true, but Statement II is false.
Television uses specific presentation techniques like graphics and camera angles to tell a visual story. However, print media also uses a variety of techniques beyond just font choice, including layout, photography, and headlines to guide the reader. Presentation is crucial for all media to make information engaging and accessible. Recognizing the different tools used by each medium helps explain how they deliver news effectively within their specific formats. Both broadcast and print rely on careful visual organization to communicate complex information to their respective audiences in a professional and clear manner.

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184. (C) Conflict and drama
The phrase "If it bleeds, it leads" is a critique of the perceived media overemphasis on conflict, violence, and drama to attract audiences. This focus can result in sensationalist reporting that prioritizes graphic or shocking events over more substantive or positive news. By focusing on drama, news organizations may distort the public's perception of reality and ignore important but less sensational developments. This critique calls for a more balanced and responsible approach to news selection that prioritizes information based on its actual social significance rather than just its dramatic appeal.

185. (B) Culturally specific idioms and references that may not translate well.
When writing for an international audience, it is essential to avoid culturally specific idioms or references that people in other regions may not understand. Clear and direct language is necessary for effective global communication. By using more universal terms, journalists ensure that their reporting is accessible and

accurate for a diverse global public. This cross-cultural awareness is a key skill for international reporting and global communication, helping to avoid misunderstandings and ensuring that important information is communicated effectively across different cultural and linguistic borders worldwide.

186. (A) Serve as a news source for other media organizations.
International news agencies function as wholesalers of information, providing factual reports and images to other media outlets around the world. Organizations like Reuters and the Associated Press have vast networks of reporters that allow them to cover events globally. By subscribing to these agencies, local newspapers and broadcasters can provide international coverage that they could not produce independently. This role is essential for the global flow of news, ensuring that information from diverse countries is available to audiences everywhere, supporting an informed global public in the modern age.

187. (A) Both A and R are true and R is the correct explanation of A.
A strong ethical framework is fundamental to the credibility and integrity of journalism. Ethical guidelines on truth, fairness, and independence help ensure that journalists provide the public with reliable and objective information. Without these standards, the media could lose the public trust that is essential for its role in a democratic society. By following a clear code of ethics, news organizations fulfill their social responsibility and maintain their professional identity as a trustworthy source of news in an increasingly complex and information-rich world.

188. (B) Explaining the meaning and significance of an event, providing context and analysis.
Interpretative reporting goes beyond simply stating the facts to explain the "why" and "how" of an event. It provides the audience with necessary context and analysis to help them understand the broader significance of the news. This type of journalism requires deep research and an understanding of the historical and social factors that shape current events. By providing this deeper level of information, interpretative reporting helps the public make sense of complex issues and promotes a more informed and nuanced understanding of the world today.

189. (A) News Agency → Newspaper → Reader
In a traditional news ecosystem, information typically flows from a news agency to a newspaper and then finally to the reader. News agencies act as wholesalers, gathering factual reports that are then purchased by individual newspapers. The newspaper's editorial team refines and packages this information for their specific audience. This sequence reflects the historical development of news distribution, where specialized agencies provided the core content that individual media outlets used to inform their local and national readerships about significant regional and international events.

190. (A) Visualize the sequence of shots and camera angles.
A storyboard is a planning tool used in television production to visualize the sequence of shots and camera angles for a news story or documentary. It helps producers and editors plan how visual elements will work together with the script. By creating a visual outline of the story, the team can ensure a clear and engaging narrative before filming or editing begins. This presentation technique is essential for effective visual storytelling, helping to organize complex information and ensure that the final broadcast is professional, cohesive, and visually engaging.

191. (A) III, I, IV, II
The production of a newspaper story follows a logical sequence. First, a reporter gathers information and writes the initial story. Next, a copy editor refines the text for accuracy and style. Then, a layout designer plans how the story and images will be arranged on the page. Finally, the completed newspaper is delivered to the reader. This collaborative process involves several specialized roles working together to ensure that the final product is professional, accurate, and visually engaging, reflecting the systematic nature of print news production and distribution.

192. (B) The acceleration and multiplication of information channels.
New technology has significantly accelerated the speed of global communication and increased the number of available information channels.

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Digital platforms and social media allow for the instantaneous and multi-directional flow of information across international borders. This multiplication of channels has made communication more complex and decentralized, breaking the traditional dominance of a few media gatekeepers. While this has democratized information flow, it has also raised challenges for the verification of news in a high-volume and fast-moving digital media landscape, where news is updated continuously in a real-time environment.

193. (A) Niche reporting
A journalist specializing in renewable energy is an example of niche reporting within the environmental sector. This role requires specialized knowledge of energy technology, policy, and global trends. By focusing on this specific beat, the reporter can provide expert analysis and detailed coverage that goes beyond general assignment reporting. Niche reporting ensures that important sectors like renewable energy receive the dedicated journalistic attention they need to inform the public and support informed decision-making on critical issues that will have a broad impact on the future of society and the environment.

194. (C) A 'photo gallery' that a user can click through.
A photo gallery is a unique digital presentation technique that allows users to interactively browse through a collection of related images. This format provides a more immersive way to tell a visual story than a single printed photograph or a linear video. Digital platforms use these interactive tools to enhance engagement and provide a multi-layered experience for the audience. By utilizing the web's unique capabilities, digital journalists can present information in dynamic ways that are not possible in traditional media, catering to the interactive habits of modern online news consumers.

195. (A) I, II, III, and V
A high-quality hard news report is based on factual accuracy, clear attribution of sources, and an objective tone. Adhering to the inverted pyramid structure also ensures that the most important information is delivered first. Personal details, such as a reporter's holiday plans, are irrelevant to professional journalism and should be excluded. By focusing on these essential elements, journalists provide the public with reliable and professional information that is free from bias and focused on the significance of the event, fulfilling their social role in an informed democratic society.

196. (B) Highly newsworthy and significant.
An editor's decision to place a story on the front page, or "A1," is a powerful signal that the event is considered highly newsworthy and significant. This placement ensures the story receives maximum visibility and indicates its importance to the audience. This gatekeeping role is essential for helping the public identify the most critical issues of the day. By prioritizing information in this way, editors shape the news agenda and influence which events the public considers most important, reflecting the professional standards and news values of the news organization.

197. (D) All of the above
Journalism as a profession is defined by its commitment to public service, ethical standards, and the rigorous discipline of verification. These values ensure that journalism provides a reliable and transparent service to society, holding power accountable and informing the citizenry. By following established ethical codes and prioritizing accuracy, journalists maintain their professional identity and credibility. These combined commitments are essential for the functioning of a democratic society, where professional journalism serves as a vital source of information and a key check on the abuse of power in various institutional settings.

198. (B) Disasters, conflicts, and corruption.
A common critique of Western media's coverage of the developing world is its overemphasis on disasters, conflicts, and corruption. This narrow focus can create a distorted and overly negative portrayal of these regions, ignoring positive social and cultural developments. This selective reporting can reinforce harmful stereotypes and lead to international misunderstandings. Recognizing this potential for bias is essential for a more critical and balanced understanding of global news and for promoting a more equitable global communication flow that includes a wider range of perspectives and experiences from all parts of the world.

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Transcreation is particularly vital for global advertising and marketing, where messages must resonate with diverse cultural audiences. It involves more than just translation; it is about recreating the message to fit the cultural and emotional context of the target market. By focusing on intent and impact, transcreation ensures that brand campaigns are effective and culturally appropriate in different regions. This process is essential for building a global brand identity that is native and meaningful to people from different cultural and linguistic backgrounds across the world.

173. (A) The order and pacing of stories in the lineup.
A key presentation technique for a television news bulletin is the careful ordering and pacing of stories in the lineup. Producers must decide which stories to lead with and how to transition between different segments to maintain audience engagement. This involves balancing hard news with features and ensuring a smooth flow of visual and auditory information. The goal is to create a professional and engaging broadcast that informs the audience effectively while making the best use of limited broadcast time and maintaining a consistent visual rhythm.

174. (C) Writing the original story from scratch.
An editor's primary role is to refine and polish the work of reporters, not to write the original story from scratch. Their tasks include checking for factual accuracy, improving clarity and readability, and ensuring adherence to the publication's style guide. While editors may suggest changes or request additional information, the initial act of news gathering and writing is the responsibility of the reporter. By acting as a quality controller and gatekeeper, the editor ensures that the final news product meets professional standards and is reliable for the audience.

175. (B) The '24/7' breaking news culture.
The immediacy of the internet has fostered a "24/7" breaking news culture where information is reported as it happens. This has significantly changed the news cycle, with media organizations competing to be the first to report new developments. While this keeps the public informed in real-time, it also increases the pressure for rapid reporting and raises challenges for thorough verification. This continuous news environment reflects the fast-paced and high-volume nature of information consumption in the modern digital age, where speed is highly valued alongside factual accuracy.

176. (B) I, II, and III
Critiques of Western news values highlight their potential for ethnocentrism, the prioritization of conflict over consensus, and the over-representation of powerful nations' interests. These points suggest that global news flow is often imbalanced and reflects a specific cultural and political framework. Understanding these critiques is essential for a more critical analysis of international media and for recognizing the diverse perspectives that may be missing from Western-dominated news. Recognizing these biases helps promote a more balanced and equitable global communication landscape that includes a wider range of global voices.

177. (B) P-3, Q-4, R-1, S-2
Different journalistic roles serve specific functions in the news production process. Reporters gather information, while copy editors refine the text. Photojournalists capture visual elements, and columnists provide regular opinion and analysis. Matching these roles to their primary tasks helps explain how a newsroom functions and the diverse skills needed to produce a professional media product. Understanding these distinct functions is essential for anyone interested in the media industry, highlighting the collaborative nature of journalism where different specialists work together to inform and engage the public about current events.

178. (B) To deliver the most important facts of the story immediately.
The primary purpose of the lead is to provide the most critical information—who, what, where, and when—at the very beginning of a news story. This helps the audience grasp the significance of the event quickly. A well-written lead also serves to engage the reader or listener, encouraging them to continue with the story. By delivering the essential facts immediately, the lead serves the needs of busy news consumers and provides a clear and concise summary that is the foundation of effective hard news reporting.

179. (C) Consequence

and communication, where the goal is to evoke the same feelings and responses in different cultural contexts. Transcreation allows for significant changes to the original text to maintain its core intent and impact, making it a vital tool for effective cross-cultural communication in various global markets.

206. (B) Editing and presentation techniques
Cropping photos and trimming video clips are fundamental editing and presentation techniques used to refine news content. These actions help focus on the most important visual elements and ensure that the final product is concise and engaging. By removing unnecessary parts, editors can improve the clarity and impact of the visual narrative. These techniques are essential for maintaining high professional standards and for ensuring that the visual information presented across different media platforms is effective, accurate, and relevant to the story being told to the audience.

207. (A) Serving the public's right to know.
A cornerstone of journalism ethics is the commitment to serving the public's right to know about significant events and issues. This obligation requires journalists to prioritize the dissemination of accurate and fair information above all other interests. By informing the citizenry and holding power accountable, professional journalism supports the functioning of a democratic society. This ethical principle guides journalists in their work, ensuring that they act in the public interest and maintain the transparency and credibility that are essential for their role as a reliable source of information.

208. (A) Technology has made distance less of a barrier, connecting people globally.
The term "global village" suggests that new communication technology has reduced the barriers of distance, connecting people around the world in a way that was previously impossible. This concept highlights the power of global communication flows to foster a sense of interconnectedness and shared experience. While it does not mean that all cultural differences have disappeared, it points to the significant role of digital media and the internet in creating a more connected and interactive global society, where news and information can travel instantly across international borders and cultural boundaries.

209. (B) Niche reporting
A journalist specializing in films and the film industry is practicing niche reporting within the arts and entertainment sector. Like reporters in finance or health, film journalists develop deep expertise in their field, providing detailed and informed coverage for a targeted audience. This type of reporting goes beyond general assignment work to offer expert analysis and specialized information. Niche reporting ensures that all major areas of human cultural and social activity receive dedicated and informed journalistic attention, catering to the diverse and specialized interests of modern media consumers.

210. (C) I, II, III, and IV
Reporting style and techniques vary significantly across different media platforms. Print allows for greater depth, while radio must create mental images through sound. Television combines visuals, audio, and text, and digital media often involves interactive elements. Recognizing these unique strengths and constraints is essential for understanding how each medium communicates news effectively to its audience. By tailoring their approach to the specific requirements of the platform, journalists can ensure that their reporting is engaging, accurate, and accessible to a wide range of different news consumers today.

211. (B) The lens or framework through which a story is told.
In the context of news, a perspective is the specific lens or framework that influences how a story is selected, interpreted, and presented. It is not a factual error but a systematic way of framing information, often influenced by cultural, political, and commercial factors. Understanding that news is presented through a particular perspective is essential for audiences to critically evaluate information and gain a more balanced understanding of complex global issues. Recognizing these perspectives helps consumers navigate the diverse and often conflicting narratives found across different media organizations.

212. (A) The use of hyperlinks to connect to other resources.

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199. (A) A news agency's primary customers are other media, while a newspaper's customers are the public.
The primary difference between a news agency and a newspaper is their respective customer bases. News agencies function as wholesalers, selling their factual reports to other media organizations like newspapers and broadcasters. In contrast, newspapers are retail news outlets that deliver information directly to the general public. This business model allows agencies to provide a broad range of news that individual media outlets can use to supplement their own reporting. Understanding this relationship is essential for analyzing the structure and function of the news industry and the global flow of information today.

200. (A) P-4, Q-1, R-3, S-2
Different media are defined by their unique writing and presentation requirements. Print focuses on detailed text and layout, while radio prioritizes brevity and a conversational tone for the ear. Television is based on coordinating visuals with the script, and digital media emphasizes interactivity and scannability. Matching these media to their key considerations helps explain how each platform communicates news effectively to its audience. Understanding these distinct strengths and constraints is essential for journalists working in a multi-platform media environment where information is delivered in various ways across different technical platforms.

201. (C) Coincidence
Determinants of news, such as conflict, consequence, and proximity, are the objective criteria used by journalists to evaluate the significance of an event. Conflict adds drama and importance, consequence focuses on widespread impact, and proximity relates to geographical or psychological closeness. In contrast, a simple coincidence lacks the inherent social significance or impact required to be considered a primary driver of news. Professional journalism relies on these established news values to select and prioritize information that is relevant and engaging to the public, rather than reporting on random occurrences.

202. (B) A narrative or chronological format.
Feature stories and human-interest pieces often use a narrative or chronological structure to engage the audience emotionally and provide depth. Unlike hard news, which uses the inverted pyramid to deliver facts quickly, features use storytelling techniques to explore a topic in more detail. This approach allows for a more descriptive and personal narrative, making the story more relatable and engaging for the reader or listener. By using these structures, journalists can add variety to their content and offer a more nuanced look at the issues and people involved.

203. (B) Descriptive language and sound
Radio is a purely auditory medium, requiring reporters to use descriptive language and sound sequences to convey information. Without visuals, the reporter must create "word pictures" to help the listener visualize the scene and understand the event. Soundbites and ambient noise also add depth and realism to the story. By focusing on these auditory elements, radio journalism provides an accessible and engaging way for the audience to stay informed, making the most of the medium's unique ability to communicate through sound and spoken language alone.

204. (B) Non-time-sensitive columns, comics, and articles
Feature syndicates provide non-time-sensitive content, such as editorial columns, comic strips, and lifestyle articles, to multiple media outlets. This "soft" content adds variety and depth to newspapers and digital platforms at a lower cost than producing it in-house. By syndicating this material, creators can reach a vast audience across many different publications. This business model allows news organizations to offer diverse and entertaining content to their readers while focusing their own resources on reporting local and timely news events that define their daily news cycles and editorial priorities.

205. (A) Both A and R are true and R is the correct explanation of A.
Translation and transcreation are distinct processes in global communication. While translation focuses on linguistic fidelity, transcreation involves creatively adapting the message to ensure it resonates culturally and emotionally with the target audience. This is particularly important in international marketing

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cover independently, supporting a broader flow of information.

219. (B) Presentation
Arranging the order of stories in a television news bulletin is a key part of the presentation process. Producers must decide how to sequence hard news, features, and other segments to maintain audience interest and ensure a professional flow. This involvement in the final packaging and delivery of information is essential for effective broadcast communication. Presentation techniques like this help define the audience's experience and ensure that the news is delivered in a clear, engaging, and well-organized manner, making the best use of the limited time available in a news broadcast.

220. (B) Ensure the journalist's work is credible and trustworthy.
The primary goal of ethical guidelines in journalism is to ensure that a reporter's work is credible and trustworthy. By following principles of accuracy, fairness, and independence, journalists build a strong relationship with their audience. This trust is essential for the news media to fulfill its social role as a reliable source of information. Ethical standards provide a professional framework that helps journalists navigate complex situations and maintain the high standards of integrity and accountability that are the foundation of professional and responsible journalism across all media platforms.

221. (B) Specialized reporting on a particular topic, sector, or area.
Niche reporting is specialized journalism that focuses on a specific topic, sector, or beat, such as technology or health. This approach allows journalists to develop deep expertise and provide more detailed, expert-level information than general assignment reporting. Niche reporting caters to audiences seeking in-depth analysis and specialized coverage of particular areas of interest. This specialization is increasingly important in a complex world where many subjects require expert-level understanding to be reported accurately and effectively, ensuring that the public receives high-quality information on a wide variety of topics.

222. (B) Prioritizing events in the Global North over more significant events elsewhere.
A valid critique of Western news values is that they often prioritize events in the Global North over significant developments in other parts of the world. This can lead to an imbalanced global communication flow, where Western perspectives and interests dominate the international news agenda. This selective reporting can create a distorted view of the world and neglect the diverse experiences and challenges of people in developing countries. Recognizing this bias is essential for promoting a more equitable global communication system that includes a wider range of international voices and perspectives.

223. (A) It has decentralized communication, allowing for many-to-many flows.
The most significant impact of new technology on global communication is the decentralization of information flow. Digital platforms and social media allow for "many-to-many" communication, where anyone can create and share content with a global audience. This has broken the traditional one-way flow of information from media gatekeepers to the public. While it has democratized news gathering, it has also raised challenges for the verification and quality of information. This shift reflects a major transformation in how society communicates, making global information exchange more interactive, complex, and multi-directional than ever before.

224. (D) All of the above
Different roles in a news organization serve essential and distinct functions. Reporters gather and write news, while editors refine it. Columnists provide regular opinion and analysis, and publishers manage the business and financial aspects. Understanding these diverse roles helps explain the collaborative nature of news production, where different specialists work together to create a professional media product. Each role contributes to the overall goal of informing and engaging the public, ensuring that the news organization is both journalistically sound and financially viable in a highly competitive and evolving modern media landscape.

225. (C) Novelty/Oddity

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A defining characteristic of digital media is the use of hyperlinks to connect the audience to other online resources, such as primary documents or related articles. This interactivity distinguishes digital news from the linear nature of traditional print and broadcast media. Hyperlinks allow users to explore a topic in more depth and provide a multi-layered experience. By utilizing this digital-first tool, journalists can enhance the transparency and richness of their reporting, providing a more comprehensive and engaging experience for their online audience in the modern digital age.

213. (A) Gatekeeper and quality controller.
An editor's role in the news process is best described as that of a gatekeeper and quality controller. They decide which stories are published and ensure that all content meets professional standards of accuracy, clarity, and fairness. By refining the work of reporters and verifying information, editors protect the news organization's reputation and ensure that the public receives reliable and trustworthy information. This gatekeeping role is essential for managing the flow of information and maintaining the professional integrity of news across various different media platforms today.

214. (B) Provide fair and balanced coverage of the main candidates and issues.
Reporting on major elections requires journalists to provide fair and balanced coverage of the various candidates and their positions. This ethical responsibility ensures that the public receives the information they need to make an informed decision. By presenting multiple viewpoints and avoiding bias, journalists fulfill their democratic role of supporting a well-informed citizenry. Fair and balanced coverage is essential for maintaining the credibility of news organizations and ensuring that they serve as a reliable source of information during significant social and political events like a national election.

215. (A) People and cultures they can identify with.
Cultural proximity is a news value suggesting that audiences are naturally more interested in stories about people and cultures they can identify with. This sense of shared values or experiences makes a story more relatable and engaging for the audience. News organizations often prioritize stories with high cultural proximity to stay relevant to their specific audience. Recognizing this principle helps explain why some events are considered more newsworthy than others, based on their cultural and psychological closeness to the community being served by the news media.

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216. (B) Political reporting
A journalist covering Parliament, the Supreme Court, and political parties is engaged in political reporting, a key form of niche journalism. This role requires a deep understanding of government processes, legal systems, and political strategy. By specializing in this beat, the reporter can provide expert analysis and detailed coverage that is essential for informing the public about national governance and institutional developments. Political reporting ensures that the core of social and political life receives the specialized journalistic attention it needs for effective public oversight and informed societal debate.

217. (A) Both Statement I and Statement II are true.
The internet has vastly increased the speed of global communication flows, but it has also introduced new challenges related to information verification and the spread of misinformation. While digital platforms allow for the instantaneous and multi-directional flow of news, they also facilitate the rapid proliferation of "fake news." Recognizing both the benefits and the risks of the internet is essential for understanding the modern media landscape. This dual impact highlights the ongoing importance of professional journalism and verification in an increasingly complex and fast-moving global information environment.

218. (B) Wholesaler, providing goods to other businesses.
A news agency functions as a wholesaler of information, gathering and distributing factual reports to other media organizations. This role is analogous to a wholesaler in commerce who provides goods to retail stores. Media outlets subscribe to news agencies to get a steady stream of content that they can then refine and deliver to their own audiences. This business model allows individual news organizations to provide comprehensive coverage of regional and global events that they might not have the resources to

fundamentally altered the global information landscape, making it more interactive and less dominated by traditional media powers.

232. (C) A deep and specialized knowledge of a particular subject.
Niche reporting requires a journalist to have a deep and specialized knowledge of a specific field, such as finance or technology. This allows them to provide expert analysis and detailed coverage that goes beyond general assignment reporting. By focusing on a specific beat, niche reporters can offer valuable insights and informed information to a targeted audience. This specialization is essential for reporting on complex subjects that require expert-level understanding to be communicated accurately and effectively, ensuring that all areas of social life receive the detailed journalistic attention they deserve.

233. (C) Proximity
Proximity is the most important news value for a community newspaper reporting on a local school's annual day. This value focuses on the geographical and psychological closeness of an event to the audience. Such stories are newsworthy because they directly involve the local community and its members. Audiences are naturally more interested in events that occur near them or involve people they know. Focusing on proximity helps local news organizations stay relevant and engaged with their specific audience by highlighting the stories that define and matter to their immediate community.

234. (B) Inform
The primary goal of a hard news report is to inform the public about significant recent events by presenting factual information accurately and objectively. Hard news focuses on the "what," "who," "where," and "when," delivering the most essential facts quickly. Unlike features or opinion pieces, which may aim to entertain or persuade, hard news is based on the professional obligation to provide a reliable and fair account of current reality. This informative role is essential for a well-functioning democracy, where citizens need accurate information to make informed decisions about their lives.

235. (B) Press Trust of India (PTI)
The Press Trust of India is the leading national news agency in India, functioning as a central hub for news gathering and distribution across the country. It acts as a wholesaler, providing factual reports and images to numerous newspapers, radio stations, and television channels. While international agencies like Reuters and AP cover global events, PTI focuses on comprehensive coverage of Indian news. Its role is essential for maintaining a consistent flow of national information and for supporting the work of diverse media organizations within the Indian media ecosystem today.

236. (A) Recreating the message for a new culture.
Transcreation involves the creative process of recreating a message for a new cultural context to ensure it has the same emotional and cultural impact. This goes beyond literal translation by considering the nuances and values of the target audience. It is particularly important in international marketing and communication, where a brand's message must resonate native to different regions. By focusing on intent and impact, transcreation ensures that global messages are not only understood but also culturally appropriate and effective, maintaining the original brand identity across diverse cultural and linguistic borders.

237. (A) A system that prevents users from accessing content without a paid subscription.
A paywall is a digital business model that restricts access to news content until the user pays for a subscription. Many news organizations use paywalls to generate revenue as traditional advertising income declines. While it can help fund high-quality journalism, it also creates a barrier to information for those who cannot afford to pay. Managing the balance between generating revenue and ensuring the broad distribution of news is a significant challenge for modern digital news media, reflecting the ongoing changes in how journalism is funded and consumed in the digital age.

238. (A) Both A and R are true and R is the correct explanation of A.
Ethical journalism requires a clear distinction between factual reporting and personal opinion to maintain credibility and trust. Blurring these lines can mislead the audience and undermine

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When reporting on a conflict, journalists must balance the need to show harsh realities with the ethical responsibility to avoid sensationalism and incitement. This requires careful consideration of the potential impact of images and words on the audience and the situation itself. Upholding these standards ensures that the reportage remains fair and truthful without unnecessarily escalating violence or promoting harmful bias.

286. (D) Fairness.
Fairness is the ethical principle that obliges journalists to present all relevant sides of a story. It requires giving individuals or organizations an opportunity to respond to any allegations of wrongdoing made against them. By ensuring multiple perspectives are heard, journalists provide a more balanced and complete view of the issue, which is essential for maintaining journalistic credibility and public trust globally.

287. (C) Correct the error promptly and prominently.
The principle of accuracy mandates that journalists strive for factual correctness and take responsibility for any mistakes. If an error is discovered in a published story, the journalist is ethically obligated to correct it promptly and prominently. This transparency is crucial for maintaining accountability and ensuring that the public receives the most reliable information possible, thereby protecting the overall integrity of the press.

288. (B) Balance the public interest of a story against the potential harm to individuals.
The principle of 'do no harm' requires journalists to weigh the public's right to know against the potential for a story to cause undue suffering. This is particularly important when reporting on vulnerable groups, such as children or victims of trauma. Ethical reporting involves making careful decisions that respect individual privacy and safety while still fulfilling the professional duty to inform society.

289. (D) A conflict of interest.
Refusing gifts, favors, or special treatment is a key practice for journalists seeking to avoid conflicts of interest. Such enticements could compromise a reporter's independence and impartiality, leading to biased coverage. By maintaining professional distance from their sources, journalists protect their integrity and ensure that their reporting remains focused on evidence and verification rather than personal or external financial gain.

290. (A) It is an ideal that, while perhaps unattainable in its purest form, guides the discipline of impartiality.
Objectivity in journalism is viewed as an ideal that may be unattainable in its purest form, yet it serves as a vital guide for the discipline of impartiality. This approach requires journalists to base their work on evidence and verification rather than personal bias. While absolute neutrality is difficult, the commitment to objective methods ensures that reports remain fair and factual.

291. (C) They can lead to a distorted and negative portrayal of the developing world.
A major critique of Western news values is that they can lead to a distorted and negative portrayal of the developing world. By emphasizing conflict and disaster over progress, these values may perpetuate harmful stereotypes and reinforce unequal power dynamics in global communication. Critics argue that this specific cultural perspective often ignores important stories of development that are vital for balance.

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292. (A) By allowing non-Western voices to bypass traditional media gatekeepers.
New technology has democratized information by allowing diverse, non-Western voices to bypass traditional media gatekeepers. Platforms like the internet and social media enable alternative perspectives to reach global audiences directly, challenging the dominance of traditional Western narratives. This shift provides an opportunity for a more inclusive global conversation where marginalized groups can share their own stories without relying on large media conglomerates.

293. (D) Both empowering and potentially problematic consequences.
Technology is described as a double-edged sword because it brings both empowering benefits and significant problems to global communication. While it allows for the democratization of information and the inclusion of diverse voices, it also exacerbates the digital divide and creates filter bubbles. These contrasting effects complicate the flow of information, making

245. (D) Statement I is false, but Statement II is true.
The internet has profoundly transformed global communication by allowing for the instantaneous, global, and multi-directional flow of information. This shift has challenged traditional one-way news flows and empowered new voices. Digital platforms enable real-time interaction and decentralization of information. Recognizing this significant effect is essential for understanding the modern media landscape. This transformation has made global information exchange more complex, interactive, and less dominated by traditional media gatekeepers, although new challenges related to the speed and verification of news have also emerged in the digital age.

246. (C) Inverted Pyramid
The inverted pyramid structure is the most helpful for editors who need to shorten a story quickly, as it places the most essential information at the beginning. This organizational pattern allows the editor to trim the story from the bottom without losing the core facts or the main point of the report. This efficiency is particularly valuable in journalism where time and space are limited. By using a descending order of importance, the inverted pyramid ensures that the most critical news is delivered first, serving both the needs of the audience and the editor.

247. (B) Their subscribers represent a wide range of political viewpoints and require neutral content.
News agencies must provide objective and factual reports because their subscribers represent a wide range of different political and ideological viewpoints. To be useful to all these diverse media outlets, the agency's content must be neutral and free from bias. This professional commitment to objectivity allows individual news organizations to use the agency's factual reports as a reliable foundation for their own more specialized or localized reporting. By providing a neutral and shared stream of information, news agencies support the broader media ecosystem and facilitate a consistent flow of reliable facts globally.

248. (A) Presentation technique
A television news editor choosing between different visual transitions, such as a "wipe" or a "dissolve," is making a decision related to presentation technique. These transitions are used to manage the visual flow and pacing of the news broadcast. While seemingly technical, these choices affect the audience's experience and the overall professional look of the program. Presentation techniques are essential for creating an engaging and well-organized broadcast that delivers information effectively. They reflect the specialized skills and creative decisions involved in the final packaging and delivery of visual news and documentary content.

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249. (D) All of the above.
Journalism is considered a profession because it involves a specialized body of knowledge and skills, a commitment to public service, and a code of ethics. These elements ensure that journalists provide a reliable and transparent service to society, holding power accountable and informing the citizenry. By following established standards and prioritizing factual accuracy and verification, journalists maintain their professional identity and credibility. These combined commitments are essential for the functioning of a democratic society, where professional journalism serves as a vital source of information and a key check on the abuse of power.

250. (B) Audience demand for specialized and in-depth information.
The rise of niche reporting is driven by audience demand for more specialized and detailed information on specific topics than general news can provide. In an information-rich world, many people seek expert analysis on subjects that interest them, such as technology, health, or finance. Niche reporting allows media organizations to cater to these targeted groups, providing them with valuable insights and building a loyal following. This specialization is a key trend in the evolving media landscape, reflecting the move toward more personalized and expert-driven information consumption in the digital age.

251. (B) To present the most critical information first for rapid reader understanding and editorial convenience.
The inverted pyramid structure prioritizes information by placing the most critical facts at the very beginning of a news story. This specific arrangement allows readers to grasp the core

CHAPTER 04

Advertising and Marketing Communication

1. Which of the following best defines advertising from a marketing communication perspective?
(A) A direct personal selling activity conducted face-to-face with potential consumers.
(B) Any paid form of non-personal presentation of ideas, goods, or services by a sponsor.
(C) Earned or unpaid media coverage used to promote a company or its specific products.
(D) Internal corporate communication intended to inform and motivate company employees.

2. Which statement correctly identifies a primary function of an advertising agency?
(A) Offering external, objective expertise in creating and placing advertising.
(B) Coordinating the manufacturing of products that are currently being advertised.
(C) Directly selling consumer products through retail or direct distribution channels.
(D) Managing and regulating ethical and legal standards throughout the whole industry.

3. Match the concepts in List I with their appropriate descriptions in List II.
List I: (Brand Management)
P. Brand Equity
Q. Brand Identity
R. Brand Positioning
S. Brand Extension
List II: (Description)
1. The outward expression of a brand, including its name, trademark, and visual appearance.
2. The act of using an established brand name for a new product or product category.
3. The value premium that a company generates from a product with a recognizable name.
4. The conceptual place you want to own in the target consumer's mind.
(A) P-3, Q-1, R-4, S-2
(B) P-1, Q-3, R-2, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-2, Q-1, R-4, S-3

4. A company launches a series of abstract and visually intriguing advertisements that do not immediately reveal the product. This approach is an application of which advertising concept?
(A) Direct response advertising for immediate sales.
(B) Hard-sell advertising using high-pressure tactics.
(C) Comparative advertising against a named competitor.
(D) Creative advertising intended to build curiosity.

5. Which of the following is an incorrect statement regarding ethics in advertising?
(A) Ethical advertising should be truthful and not deceptive.
(B) Advertising that creates artificial needs for harmful products is ethically questionable.
(C) Using subliminal messages to influence consumers is considered an ethical practice.
(D) Advertisements targeting vulnerable audiences, like children, require special ethical considerations.

6. What is the initial stage of developing an advertising campaign?
(A) Media buying
(B) Setting advertising objectives
(C) Creative execution
(D) Post-campaign evaluation

7. Given below are two statements.
Statement I: Media planning involves decisions about which media channels to use, the timing of ads, and the budget allocation.
Statement II: The primary goal of media

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260. (A) Understanding visual storytelling and on-camera presence.
Transitioning from print to television requires a journalist to master visual storytelling and develop a professional on-camera presence. Unlike print, which focuses on detailed text, television requires a synergy between images, narration, and interview footage. Reporters must learn to write concise scripts that complement visual elements, ensuring the final narrative package effectively communicates the story through both sight and sound.

261. (D) To gather news content and distribute it to other media organizations.
News agencies operate as wholesalers by gathering a wide range of reports, images, and videos from across the globe. Their primary function is to distribute this gathered content to a vast network of subscribers, including various media outlets. This service is vital for organizations that lack the resources to maintain an extensive international presence, ensuring a steady flow of information.

262. (B) Geographical scope of coverage and primary audience.
National and international news agencies are primarily distinguished by their geographical scope and the specific audience they serve. National agencies focus on domestic events within a single country, covering local politics, culture, and sports. International agencies operate globally with correspondents in many nations, playing a critical role in setting the global news agenda and providing information for international events.

263. (C) To distribute non-time-sensitive content like columns and lifestyle articles.
Feature syndicates specialize in the distribution of content that is not time-sensitive, such as opinion columns, comic strips, and lifestyle articles. This service allows smaller publications to diversify their offerings without producing all material in-house. By providing high-quality syndicated content, these organizations enrich the overall media landscape and help local outlets provide a broader range of interest to readers.

264. (D) Smaller newspapers rely on news agencies and syndicates to supplement their content.
Smaller newspapers often lack the financial and human resources required to generate all their content independently. Consequently, they rely heavily on news agencies for reports and feature syndicates for diverse material like columns or illustrations. This reliance allows them to provide comprehensive coverage and high-quality entertainment to their readers, supplementing their own local reporting with broader national and international perspectives.

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265. (A) Supplying raw material (news) to other businesses (media outlets) for processing and distribution.
Describing news agencies as wholesalers emphasizes their role in supplying raw news material to other media organizations rather than directly to the public. These agencies gather extensive content, which is then processed and distributed by retail media outlets like newspapers and broadcasters. This business model allows individual media companies to access global information without the massive expense of maintaining correspondents.

266. (B) The information is transient and heard only once.
Writing for electronic media must be conversational and concise because the information is transient and heard only once. Listeners cannot reread or rewind a live broadcast, making immediate comprehension essential. Using simpler vocabulary and shorter sentences ensures the audience grasps the main message instantly. This direct style accounts for the unique auditory nature of radio and television news consumption patterns.

267. (B) The use of subheadings, bullet points, and hyperlinks for scannability.
Digital news writing incorporates specific techniques like subheadings, bullet points, and hyperlinks to improve scannability on screens. Since digital audiences often skim content, these visual aids help capture attention and guide readers through the story. Furthermore, hyperlinks allow for a non-linear reading experience, providing easy access to additional context or related information for those who wish to explore topics further.

268. (A) Ear.

the news organization's reputation as a reliable source of information. By clearly labeling opinion pieces and ensuring that hard news remains objective and evidence-based, journalists fulfill their responsibility to provide the public with a fair and accurate representation of events. This transparency is essential for an informed public to distinguish between verified news and subjective analysis or individual perspectives.

239. (A) Media Imperialism
The critique of Western news values is closely linked to the theory of media imperialism, which argues that a few powerful nations dominate the global flow of information. This dominance can lead to the marginalization of local perspectives and the promotion of Western-centric viewpoints and values worldwide. By controlling the international news agenda, dominant media powers can influence public opinion and cultural identity in other countries. Understanding this critique is essential for analyzing the power dynamics in global communication and for promoting a more balanced and equitable international information exchange.

240. (A) The effect of new technology on reporting practices.
The development of portable satellite technology has had a significant impact on reporting practices, allowing for live, high-quality television broadcasts from almost anywhere in the world. This technological advancement has enhanced the immediacy and "liveness" of news, enabling reporters to cover events as they unfold in remote or conflict-ridden areas. It has transformed the visual nature of news broadcasting and significantly increased the speed at which global information is delivered to audiences. This is a clear example of how new technology continuously reshapes the tools and techniques used in professional journalism.

241. (B) Niche reporting
A fashion journalist covering a major fashion week is an example of niche reporting, focusing on a specific sector of the lifestyle and cultural industry. Like reporters in finance or science, fashion journalists develop specialized knowledge of their beat, providing detailed and informed coverage for a targeted audience. This type of reporting goes beyond general news to offer expert analysis and specialized information on the trends and people shaping the fashion world. Niche reporting ensures that all major areas of human social and cultural activity receive dedicated and informed journalistic attention.

242. (A) Crediting the source of information.
Attribution is the essential journalistic practice of clearly identifying the source of information in a news report. It adds transparency and credibility to the news, allowing the audience to evaluate the reliability of the information. Whether quoting a named individual or citing a public record, proper attribution is a core principle of ethical and professional reporting. It ensures accountability and helps build public trust, distinguishing professional journalism from rumors or unverified claims. By attributing information to its source, journalists fulfill their commitment to truth, accuracy, and professional transparency.

243. (B) A story on refugee crises.
Reporting on complex and sensitive contemporary issues like refugee crises requires high ethical standards to ensure that the reporting is fair, accurate, and compassionate. Journalists must balance the public's right to know with the need to minimize harm to vulnerable individuals and to avoid reinforcing harmful stereotypes. This involves providing context, using neutral language, and presenting multiple perspectives. Ethical reportage on such significant social issues is essential for promoting informed public understanding and for supporting responsible societal debate on the challenges and human rights issues involved.

244. (B) Quality control
The editing process in a newsroom serves as a vital form of quality control, ensuring that all published content meets professional standards of accuracy, clarity, and fairness. Editors verify facts, correct errors, and ensure the story adheres to the news organization's style guide. By acting as a gatekeeper, the editor protects the credibility and reputation of the news organization. This systematic refinement process is essential for providing the public with reliable and trustworthy information about current events, reflecting the professional discipline and accountability that are the foundation of professional journalism.

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maintaining the high standards of accuracy and professionalism required for newspapers, helping to build credibility with a reader who expects polished, reliable information.

277. (D) Television.
Presentation techniques such as on-screen tickers, lower-thirds, and studio backdrops are primarily associated with television. These visual elements are used to enhance the appeal of a broadcast and convey information efficiently alongside the video footage. They help viewers identify speakers, follow breaking updates, and maintain interest by providing a professional and dynamic visual environment for the news narrative to unfold.

278. (B) Ensuring readability on different screen sizes and embedding hyperlinks.
A presentation consideration unique to digital media is ensuring that content remains readable across various screen sizes, from mobile phones to desktops. Additionally, the strategic embedding of hyperlinks provides the audience with immediate access to related context and supplementary information. These digital-first techniques prioritize user experience and accessibility, allowing for a non-linear and interactive way of consuming news in a connected environment.

279. (C) To present information in an effective, engaging, and accessible way.
Across all media platforms, the common goal of editing and presentation techniques is to deliver information in the most effective, engaging, and accessible manner possible. These processes ensure that news stories are clear, accurate, and visually or aurally appealing to the target audience. By focusing on quality and accessibility, journalists and editors aim to facilitate better understanding and consumption of news.

280. (D) Narrative package.
In television journalism, a narrative package is created by weaving together elements like video clips, reporter narration, and sound bites. This process involves careful editing to ensure the final story is coherent and compelling. The synergy between audio and visual components defines this format, making it a powerful tool for conveying both information and emotional impact to viewers during a broadcast.

281. (A) It involves significant public responsibility and active engagement with societal issues.
Professional journalism involves a high degree of public responsibility and active engagement with societal issues. Beyond simply relaying facts, journalists act as watchdogs and foster informed discourse on critical topics like political corruption and public health. This role demands a commitment to serving the public interest, requiring integrity and a dedication to truth to ensure that those in power remain accountable.

282. (B) Monitoring and exposing abuses of power.
The watchdog role refers to the journalist's responsibility to monitor those in power and expose abuses of authority. This function is vital for maintaining a healthy democracy, as it provides a check on corruption and promotes transparency within public institutions. By investigating and reporting on wrongdoing, journalists help hold officials accountable to the public they serve, thereby protecting the community's broader interests.

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283. (B) Provide accurate information and combat misinformation.
Reporting on a public health crisis like a pandemic requires journalists to provide accurate, actionable information while actively combating misinformation. This duty is essential for ensuring that the public can make informed decisions about their safety and health. Journalists must navigate complex data and ethical dilemmas to deliver reports that are helpful and reliable, rather than focusing on sensationalism or causing panic.

284. (A) Adherence to a professional ethos of serving the public interest.
Professional journalism is distinguished from other forms of communication by its adherence to an ethical framework centered on serving the public interest. This professional ethos includes a commitment to accuracy, fairness, and truth, which guides the reportage of complex societal issues. Unlike personal blogging or entertainment, professional journalism carries an implicit responsibility to act as a credible source of information for society.

285. (C) Avoid sensationalism and incitement.

message immediately without needing to read the entire piece. Additionally, this format serves a practical editorial purpose by enabling editors to cut text from the bottom without losing vital news.

252. (A) A developmental journalism perspective.
Focusing on agricultural policies aimed at improving crop yields aligns with developmental journalism, which prioritizes news that contributes to national goals. This perspective emphasizes societal progress and long-term improvement over sensational or conflict-driven narratives. It evaluates events based on their potential to foster national growth and enhance the quality of life for citizens within a specific community.

253. (C) A subjective process influenced by editorial stances and underlying values.
News selection is inherently subjective because it is influenced by the editorial stances and underlying values of a news organization. Journalists and editors apply specific news values and ideological frameworks to decide which events deserve coverage. This complex interplay of professional norms and personal perspectives determines how stories are framed and presented, reflecting deeper institutional priorities and values.

254. (D) (A), (B), and (C) only.
A story involving a sudden policy change by a famous political leader affecting millions exhibits several news values simultaneously. Timeliness is evident in the sudden nature of the announcement, while prominence relates to the fame of the leader involved. Consequence is highlighted by the large-scale impact on millions of citizens, making the event highly significant within a professional journalistic context.

255. (C) They are tools that help journalists make judgments about newsworthiness.
News values serve as essential professional tools that guide journalists in assessing the newsworthiness of various events. These determinants, such as proximity and human interest, help media professionals navigate the complex process of story selection and construction. While their application can be debated globally, they remain fundamental benchmarks for determining which reports are most likely to engage an audience effectively.

256. (B) Radio.
Radio reporting relies heavily on the auditory experience to communicate news effectively to listeners. Because the medium lacks visuals, journalists must use clear, conversational language and a professional tone of voice to maintain engagement. Incorporating natural sounds and specific sound bites further helps to create a vivid mental image, allowing the audience to understand the context through hearing alone.

257. (D) Convergence of text, audio, video, and interactive features.
Digital media reporting is uniquely characterized by the convergence of multiple formats, integrating text, audio, and video into a single platform. This medium enhances the user experience by adding interactive features such as hyperlinks, photo galleries, and data visualizations. Reporters in this field must be versatile enough to produce multimedia content while optimizing stories for search engines to maximize audience reach.

258. (A) The capacity for in-depth analysis and detailed contextualization.
The print medium offers a distinct advantage by allowing for extensive depth, detail, and complexity in news reporting. Journalists can utilize the permanence of the written word to provide thorough background context and explore the nuances of a story. This format enables readers to consume information at their own pace, facilitating a deeper understanding of multifaceted or highly technical issues.

259. (C) (A)-(4), (B)-(3), (C)-(1), (D)-(2)
Different reporting elements are specifically tailored to the unique strengths of various media platforms. Visual storytelling through B-roll is essential for television, while print focuses on providing extensive textual background and detailed context. Digital media utilizes interactive features like hyperlinks for navigation, whereas radio emphasizes the use of ambient sound to create a realistic auditory environment for the listener.

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it both more accessible and more prone to fragmentation.

294. (B) Algorithmic curation limits exposure to differing viewpoints.
Filter bubbles are digital environments where algorithmic curation limits exposure to differing viewpoints. By primarily showing content aligning with existing preferences, these algorithms reinforce personal biases and create echo chambers. This negative consequence of technology complicates communication flows by reducing the diversity of perspectives that individuals encounter, potentially leading to a more polarized and fragmented public discourse within society.

295. (C) The perpetuation of stereotypes about the developing world.
The dominance of Western news values may lead to the perpetuation of negative stereotypes about the developing world. By focusing on disaster and instability while ignoring developmental progress, global media can create a skewed perception of certain regions. This imbalance reinforces historical power dynamics and makes it difficult for audiences to gain a nuanced understanding of social and economic complexities elsewhere.

296. (D) It focuses on a specific topic or community with in-depth coverage.
Niche reporting is defined by its focus on specific topics, subjects, or communities rather than trying to appeal to a mass audience. This specialization allows for in-depth and authoritative coverage of fields such as science, technology, or law. By targeting a dedicated demographic, niche journalism provides high-quality information that is often more detailed than the general-interest reporting found in mainstream media.

297. (A) The opportunity to build a personal brand and become a recognized expert.
Engaging in niche reporting offers journalists the primary advantage of building a strong personal brand and becoming a recognized expert in a specific field. Developing deep knowledge on a particular subject allows them to provide authoritative analysis that is highly valued by a loyal audience. This expertise can lead to career growth as they become the go-to source for specialized information.

298. (B) A dedicated audience willing to pay through subscriptions or memberships.
The economic viability of niche reporting often depends on a dedicated audience willing to pay for specialized content through subscriptions or memberships. Unlike general media that relies on mass reach, niche platforms cater to specific interests, allowing for targeted advertising and high-value user support. This model is successful because readers are often more invested in receiving high-quality, in-depth information.

299. (B) It has lowered production costs and enabled global reach for specialized content.
The rise of digital media has significantly boosted niche reporting by lowering the costs of production and distribution. It enables small, specialized outlets to reach an interested global audience through platforms like podcasts, newsletters, and websites. This technological shift has made it much easier for niche journalists to find and engage with a loyal community, regardless of their geographical location.

300. (A) Reporting on the latest developments in cryptocurrency regulation.
Reporting on the latest developments in cryptocurrency regulation is a prime example of niche reporting. This subject targets a specific community of interested individuals and requires in-depth, technical knowledge to provide authoritative coverage. Unlike general daily news summaries, this specialized reporting offers detailed insights and analysis that are highly valued by a dedicated demographic seeking comprehensive information on a particular topic.

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A fundamental distinction in journalism is that print content is designed for the eye, whereas broadcast content is written for the ear. While readers can consume text at their own pace, radio and television audiences experience information through sound. This requires scripts to focus on rhythm, flow, and clarity to ensure the spoken word is easily understood during a single hearing.

269. (C) Catering to different levels of reader interest by offering both a summary and deeper detail.
The layered or chunked approach in digital writing is designed to accommodate different levels of audience interest. By providing a concise summary at the beginning and offering expandable sections or links for deeper detail, the structure allows readers to choose how much information they want to consume. This flexibility makes the content more accessible and engaging for both skimmers and in-depth readers.

270. (D) Higher complexity in sentence structure and vocabulary.
Newspaper articles are often distinguished from television news scripts by their higher complexity in sentence structure and vocabulary. Because the written word is permanent, print journalists can use literary nuances and detailed descriptions that would be difficult for a broadcast audience to follow. Readers have the luxury of rereading passages, allowing the writer to explore more intricate themes and background information.

271. (C) Translation focuses on linguistic fidelity, while transcreation focuses on recreating emotional and cultural impact.
Translation focuses on linguistic equivalence and literal correctness, making it ideal for technical or legal documents. In contrast, transcreation is a creative process aimed at recreating the emotional impact and intent of a message for a new culture. It involves adapting idioms, humor, and cultural references to ensure the message resonates deeply and remains relevant within the target audience's specific context.

272. (B) Adapting a witty and culturally specific advertising slogan for a new country.
Transcreation is essential when adapting witty or culturally specific advertising slogans for different countries. A direct translation might lose the original's persuasive power, humor, or emotional resonance. By creatively recreating the message, marketers ensure that the brand's intent is preserved while making the content locally relevant. This process considers cultural nuances that are often missed by standard linguistic conversion methods.

273. (D) Perfectly accurate but culturally irrelevant or offensive.
Failing to use transcreation when necessary can result in messages that are technically accurate but culturally irrelevant or even offensive. Since direct translations often ignore local idioms and social sensitivities, the intended impact may be completely lost on the target audience. Without cultural adaptation, a message might appear meaningless or confusing, potentially damaging the credibility of the organization attempting to communicate internationally.

274. (A) "How can we achieve the same impact in this new market?"
While translation focuses on what a text says, transcreation focuses on how to achieve the same impact in a new market. This strategic approach prioritizes the effect of the message over literal word-for-word accuracy. It asks whether the adapted content will evoke the same emotional response and cultural resonance as the original, ensuring that the primary communication goals are met globally.

275. (C) The target culture's nuances, idioms, and emotional triggers.
Transcreation requires a profound understanding of the target culture's nuances, idioms, and emotional triggers. It goes beyond basic vocabulary and grammar to consider how a specific audience perceives various symbols, humor, and social references. This deep cultural knowledge allows the communicator to adapt the message so that it feels natural and authentic to the new audience, maintaining the original intent.

276. (A) Print media editing.
Correcting grammatical errors, verifying facts, and ensuring overall clarity are central tasks within print media editing. This process includes both copy editing for technical accuracy and substantive editing for logical flow and readability. These refinements are essential for

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planning is to maximize the creative impact of the advertisement, regardless of cost.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

8. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The AIDA model is a hierarchical model of communication used in advertising.
Reason (R): It proposes that consumers move through a series of cognitive and affective stages in a linear order: Attention, Interest, Desire, and Action.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

9. In the context of advertising and marketing research, what is 'copy testing'?
(A) Primary research conducted to determine the optimal final price point of a product.
(B) The legal process of securing copyright for a creative advertisement's content.
(C) Pre-testing advertisements for effectiveness before launching a specific campaign.
(D) The post-campaign study of a competitor's strategic advertising and media plans.

10. Which term best describes the unique set of human characteristics and personality traits associated with a brand?
(A) Brand personality
(B) Brand identity
(C) Brand equity
(D) Brand image

11. An advertising agency consistently fails to meet deadlines for campaign delivery, leading to the client terminating the contract. This is a cause-and-effect example of a breakdown in which aspect of the client-agency relationship?
(A) Financial remuneration
(B) Creative differences
(C) Strategic alignment
(D) Operational performance and trust

12. Identify the correct pair related to language in advertising.
(A) Jargon - Language easily understood by all audiences.
(B) Slogan - A short and striking or memorable phrase used in advertising.
(C) Vernacular - Highly formal and technical language.
(D) Pun - A literal and direct statement with no double meaning.

13. The evolution of advertising includes all of the following stages EXCEPT:
(A) The age of print and mass media.
(B) The era of digital and interactive advertising.
(C) The complete abandonment of traditional media.
(D) The pre-marketing era of town criers.

14. Given below are some statements regarding the structure of a full-service advertising agency.
(i) It typically includes a creative services department.
(ii) It has a media planning and buying department.
(iii) It often contains an account services team to liaise with clients.
(iv) It exclusively focuses on digital advertising and ignores traditional media.
Which of the above statement(s) is/are correct?
(A) (i) and (ii) only
(B) (i), (ii), and (iii) only
(C) (iii) and (iv) only
(D) All (i), (ii), (iii), and (iv) are correct.

15. The 'golden arches' of McDonald's and the 'swoosh' of Nike are powerful examples of what aspect of brand management?
(A) Brand logo and symbol
(B) Brand jingle
(C) Brand slogan
(D) Brand name

16. An advertiser needs to inform the public about a product recall due to a safety issue. Which function of advertising is being primarily served in this situation?
(A) Persuasion
(B) Information
(C) Reinforcement
(D) Entertainment

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33. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The language used in advertising often differs significantly from standard literary language.
Reason (R): Advertising language is designed to be persuasive, memorable, and quick to process, often prioritizing impact and brevity over grammatical complexity.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

34. A campaign that runs the same advertisement across television, radio, print, and digital platforms is an example of:
(A) An integrated advertising campaign
(B) An un-integrated marketing campaign
(C) A single-media campaign
(D) A public relations campaign

35. The practice of using a successful brand name to launch a new or modified product in a different category is known as:
(A) Co-branding
(B) Brand licensing
(C) Brand extension
(D) Private branding

36. Which of the following is NOT a standard function of advertising?
(A) To persuade potential customers
(B) To create brand awareness
(C) To reinforce purchasing decisions
(D) To enforce legal regulations on products

37. A company sets its advertising budget by spending at a level proportional to its market share, in line with its major rival. This is an example of which budgeting method?
(A) Objective and Task Method
(B) Affordable Method
(C) Competitive Parity Method
(D) Percentage of Sales Method

38. Consider the following statements about the role of creativity in advertising.
(i) Creativity helps an ad grab attention in a cluttered media environment.
(ii) A highly creative ad can sometimes obscure the product message if not managed well.
(iii) Creativity is irrelevant as long as the media budget is large enough.
(iv) Creative ads can help build an emotional connection with the brand.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iv) only
(B) (i) and (iv) only
(C) (ii) and (iii) only
(D) All (i), (ii), (iii), and (iv) are correct.

39. The process of gathering data on target audiences, media habits, and message effectiveness to guide advertising decisions is called:
(A) Advertising campaign execution
(B) Client-agency negotiation
(C) Creative brainstorming
(D) Advertising and marketing research

40. Given below are two statements.
Statement I: Brand management is a short-term tactical process focused only on logo design.
Statement II: Brand management is a long-term strategic process that involves maintaining, protecting, and enhancing the value and reputation of a brand over time.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

41. Which communication model introduced the concept of a 'field of experience' for the sender and receiver, suggesting that for communication to be effective, these fields must overlap?
(A) Shannon-Weaver Model
(B) Lasswell's Model
(C) Schramm's Model
(D) Aristotle's Model

42. Consider the following typical steps in a media planning process.
(i) Selecting specific media vehicles
(ii) Establishing media objectives (reach, frequency)
(iii) Evaluating the plan and follow-up
(iv) Developing and implementing media strategies

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least once during a given period.
(B) The total number of times an advertisement is shown.
(C) The average number of times a person is exposed to the message among those reached.
(D) The cost of reaching one thousand people.

25. Which of the following is a correct statement about 'Surrogate Advertising'?
(A) A form of advertising that is universally legal and socially accepted in every country.
(B) The promotion of specialized commercial products using high-profile celebrity surrogates.
(C) Promoting a regulated product by advertising a non-regulated item under the same name.
(D) Advertising content that is broadcasted only through specialized surrogate TV channels.

26. Consider the following components of Brand Management.
(i) Brand Positioning
(ii) Product Distribution Logistics
(iii) Brand Equity Measurement
(iv) Raw Material Procurement
(v) Brand Identity and Image Creation
Which of the above statement(s) is/are key components of Brand Management?
(A) (i), (ii), and (iii) only
(B) (i), (iii), and (v) only
(C) (ii), (iv), and (v) only
(D) All (i), (ii), (iii), (iv), and (v) are components.

27. The concept of advertising as "any paid form of non-personal presentation" primarily distinguishes it from:
(A) Sales Promotion
(B) Direct Marketing
(C) Digital Marketing
(D) Public Relations

28. In an advertising agency, which department is responsible for conceiving, developing, and producing the advertisements?
(A) Account Services
(B) Creative Services
(C) Media Department
(D) Research Department

29. An advertisement that uses a catchy song and memorable characters to create a positive feeling about the brand is focusing on which function of advertising?
(A) The informative function
(B) The regulatory function
(C) The persuasive and emotional function
(D) The financial function

30. Match the advertising theory/model in List I with its key concept in List II.
List I: (Theory/Model)
P. Hierarchy of Effects Model
Q. ELM (Elaboration Likelihood Model)
R. Uses and Gratifications Theory
S. DAGMAR Model
List II: (Key Concept)
1. Central and peripheral routes to persuasion.
2. Communication tasks and measurable objectives.
3. The audience is active and uses media to satisfy needs.
4. A sequence of stages: awareness, knowledge, liking, preference, conviction, purchase.
(A) P-4, Q-1, R-3, S-2
(B) P-1, Q-4, R-2, S-3
(C) P-4, Q-3, R-1, S-2
(D) P-2, Q-1, R-3, S-4

31. A luxury watch brand shows its products being worn by successful and sophisticated individuals. This advertising strategy is an attempt to influence:
(A) Brand image and association.
(B) Brand loyalty through price reduction.
(C) Distribution channel efficiency.
(D) The product's functional features.

32. Which of the following is an incorrect statement concerning client-agency relationships?
(A) Clear communication is vital for a successful relationship.
(B) Conflicts are non-existent in strong client-agency partnerships.
(C) The relationship is typically governed by a formal contract.
(D) Mutual trust and respect contribute to longevity and effectiveness.

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P. Account Services
Q. Creative Services
R. Media Services
S. Research Department

List II: (Responsibility)

1. Buys time and space for the ad, plans media strategy.
2. Develops concepts, writes copy, creates visuals.
3. Provides insights on target audience and ad effectiveness.
4. Manages the client relationship and project workflow.

(A) P-4, Q-2, R-1, S-3
(B) P-1, Q-2, R-4, S-3
(C) P-4, Q-3, R-1, S-2
(D) P-2, Q-4, R-3, S-1

72. An advertisement for a life insurance company that evokes fear of leaving one's family unprotected is using what kind of creative appeal?
(A) Humorous appeal
(B) Rational appeal
(C) Scarcity appeal
(D) Emotional (fear) appeal

73. Which of the following is NOT a type of communication model relevant to advertising?
(A) Darwin's Model of Evolution
(B) Hierarchy of Effects Model
(C) AIDA Model
(D) Elaboration Likelihood Model

74. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Media planning is a critical component of advertising management.
Reason (R): An exceptionally creative advertisement will fail if it does not reach the appropriate target audience at the right time and in the right context.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

75. When translating an advertising slogan like "Finger Lickin' Good" for a different culture, a simple literal translation might not work because:
(A) The phrase might have a negative or nonsensical connotation in the target language.
(B) The new culture may not use the same alphabet.
(C) The cost of translation is too high.
(D) Copyright laws prevent translation.

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76. The concept of "brand personality" is based on the idea that:
(A) All brands must have a human spokesperson.
(B) Brands can be associated with human-like traits and characteristics.
(C) A brand is legally considered a person.
(D) The personality of the CEO defines the brand.

77. Consider the following elements regarding an integrated advertising campaign.
(i) A common objective and theme.
(ii) A consistent message and visual identity across different media.
(iii) A defined time period for the campaign.
(iv) Using only one media channel to avoid confusion.
(v) Completely different messages for each medium.
Which of the above statement(s) is/are essential for a campaign to be considered "integrated"?
(A) (iv) and (v) only
(B) (i), (ii), and (iii) only
(C) (i), (iv), and (v) only
(D) All (i), (ii), (iii), and (iv) are essential.

78. The primary advantage of using the "Percentage of Sales" method for setting an advertising budget is its:
(A) Simplicity and ease of implementation.
(B) Logical connection to advertising objectives.
(C) Encouragement of aggressive spending to gain market share.
(D) Forward-looking and strategic nature.

79. The role of the media planner in an advertising agency involves:
(A) Writing the text for the advertisement.
(B) Directing the television commercial.

Which of the following represents the correct sequence of steps?
(A) (i), (iv), (ii), (iii)
(B) (ii), (iv), (i), (iii)
(C) (iv), (i), (iii), (ii)
(D) (ii), (i), (iv), (iii)

43. An advertisement that directly names a competitor and claims superiority on one or more attributes is known as:
(A) Advocacy advertising
(B) Institutional advertising
(C) Reminder advertising
(D) Comparative advertising

44. Which of the following is NOT a type of advertising agency?
(A) Full-service agency
(B) Product manufacturing unit
(C) Creative boutique
(D) Media buying service

45. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Ethical standards in advertising are crucial for maintaining long-term consumer trust.
Reason (R): Deceptive or misleading advertisements can lead to negative brand perception, consumer backlash, and regulatory action.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

46. When a brand like 'Amul' (GCMMF) is managed by the cooperative organization itself rather than an external company, it is an example of what kind of brand management structure?
(A) Outsourced brand management
(B) Licensed brand management
(C) Franchised brand management
(D) In-house brand management

47. The term 'transcreation' in advertising refers to:
(A) Adapting a message across languages while keeping intent, style, and tone.
(B) The simple, direct translation of an advertising slogan.
(C) Creating advertisements exclusively for transport media like buses and trains.
(D) The use of computer-generated characters in an advertisement.

48. A marketing manager reviews the sales figures of a product before and after a specific advertising campaign to gauge its impact. This is a form of:
(A) Pre-testing
(B) Post-testing and evaluation
(C) Concept testing
(D) Media research

49. Consider the following statements about an advertising campaign's target audience.
(i) Identifying the target audience is a critical first step.
(ii) The message and media choice should be tailored to the target audience.
(iii) A campaign should always try to appeal to everyone equally.
(iv) Demographics, psychographics, and behavior are used to define the target audience.
(v) A smaller, niche audience is always less profitable than a mass audience.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iv) only
(B) (iii) and (v) only
(C) (i), (ii), (iii), and (iv) only
(D) All (i), (ii), (iii), and (iv) and (v) are true.

50. Match the type of advertising in List I with its primary objective in List II.
List I: (Type of Advertising)
P. Informative Advertising
Q. Persuasive Advertising
R. Reminder Advertising
S. Institutional Advertising
List II: (Primary Objective)
1. To build goodwill and a positive image for an organization.
2. To keep the brand in the consumer's mind during the maturity stage.
3. To build selective demand for a brand by creating preference.
4. To communicate information about a new product or feature.
(A) P-1, Q-2, R-3, S-4

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(D) (iv), (i), (ii), (iii)

89. A television advertisement that is 10 or 15 seconds long is commonly referred to as a:
(A) Spot
(B) Infomercial
(C) Documentary
(D) Feature film

90. The concept of "standards and ethics in advertising" primarily addresses the responsibility of advertisers towards:
(A) Their competitors.
(B) Consumers and society at large.
(C) The government.
(D) Their own employees.

91. Match the advertising concept in List I with its definition in List II.
List I: (Advertising Concept)
P. USP (Unique Selling Proposition)
Q. GRP (Gross Rating Points)
R. CPM (Cost Per Mille)
S. B2B (Business-to-Business) Advertising
List II: (Definition)
1. A measure of advertising impact, calculated as Reach × Frequency.
2. Advertising directed at other companies rather than individual consumers.
3. The real or perceived benefit of a good or service that differentiates it.
4. The cost an advertiser pays for one thousand views or clicks of an ad.
(A) P-1, Q-3, R-2, S-4
(B) P-3, Q-2, R-1, S-4
(C) P-3, Q-1, R-4, S-2
(D) P-2, Q-1, R-4, S-3

92. Consider the following statements about brand management.
(i) It aims to increase brand equity over time.
(ii) It involves decisions on brand name, logo, and packaging.
(iii) It is not concerned with the consumer's experience with the product.
(iv) It seeks to create a consistent and positive brand image.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iv) only
(B) (i) and (iii) only
(C) (ii), (iii), and (iv) only
(D) All (i), (ii), (iii), and (iv) are correct.

93. A potential negative consequence of using a highly creative or humorous ad is that the audience might:
(A) Pay more attention to the ad.
(B) Immediately purchase the product.
(C) Perceive the brand as more expensive.
(D) Remember the joke but not the brand or product being advertised.

94. An advertising campaign designed to run for several years with a consistent theme, such as the 'Marlboro Man' or De Beers' 'A Diamond is Forever', is known as a:
(A) Long-running campaign
(B) Flighting campaign
(C) Pulsing campaign
(D) Tactical campaign

95. Given below are two statements.
Statement I: Advertising is the same as marketing.
Statement II: Advertising is a component of the marketing mix, specifically within the element of promotion.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

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96. The main disadvantage of the 'Affordable Method' for setting an advertising budget is that it:
(A) Is too complex to calculate.
(B) Treats advertising as a cost to be minimized rather than an investment.
(C) Leads to overspending.
(D) Is based on competitors' spending, not the company's own needs.

97. An in-house agency is owned and operated by:
(A) A large media conglomerate.
(B) An independent group of creative professionals.
(C) The advertiser or client.
(D) The government.

98. In advertising research, a 'focus group' is a qualitative method where:
(A) A large, random sample of people is

(ii) Using bait-and-switch tactics.
(iii) Providing clear and accurate pricing information.
(iv) Creating advertisements that are offensive to a particular community.
Which of the above statement(s) is/are considered unethical?
(A) (i), (ii), and (iii) only
(B) (i), (ii), and (iv) only
(C) (iii) and (iv) only
(D) All (i), (ii), (iii), and (iv) are unethical.

62. The process of giving a product a distinct identity and differentiating it from competitors' products in the minds of consumers is called:
(A) Pricing
(B) Branding
(C) Distribution
(D) Manufacturing

63. The 'Account Planner' in an advertising agency is often referred to as the 'voice of the consumer'. What is their primary role?
(A) To manage the agency's finances and client billing.
(B) To write the scripts and design the visuals for the advertisement.
(C) To bring a consumer perspective to the advertising development process through research.
(D) To negotiate media rates with television channels and newspapers.

64. A car company runs an ad campaign not to sell a new car but to reassure recent buyers that they made a wise choice. This is an example of which function of advertising?
(A) Information
(B) Persuasion
(C) Deception
(D) Reinforcement

65. The "Objective and Task" method of advertising budgeting is considered the most logical because it:
(A) Ties spending directly to the specific communication goals that need to be achieved.
(B) Is the simplest method to calculate.
(C) Guarantees that the company will not overspend.
(D) Bases the budget on what competitors are doing.

66. Consider the following advertising media.
(i) Radio
(ii) Internet
(iii) Newspapers
(iv) Television
Which of the following represents the correct sequence of their approximate historical emergence?
(A) (iii), (i), (iv), (ii)
(B) (i), (iii), (iv), (ii)
(C) (iii), (iv), (i), (ii)
(D) (ii), (iv), (i), (iii)

67. A research study that involves showing two different versions of an advertisement to two similar groups of consumers to see which is more effective is an example of:
(A) A survey
(B) A focus group
(C) An experiment
(D) A historical analysis

68. When a company like Intel puts its "Intel Inside" logo on computers made by other companies like Dell or HP, it is an example of:
(A) Brand extension
(B) Private branding
(C) Generic branding
(D) Ingredient branding or co-branding

69. The final stage of a typical advertising campaign process is:
(A) Measuring campaign effectiveness and evaluation.
(B) Defining the target audience.
(C) Creating the advertisements.
(D) Selecting the media.

70. "Just Do It" is a classic example of a brand ____ for Nike.
(A) logo
(B) slogan or tagline
(C) jingle
(D) name

71. Match the advertising agency department in List I with its key responsibility in List II.
List I: (Agency Department)

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17. Given below are two statements.
Statement I: An advertising campaign is a series of unrelated advertisements created for different marketing goals.
Statement II: A successful advertising campaign integrates a common theme and message across multiple media over a specific period.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

18. Match the advertising budgeting methods in List I with their descriptions in List II.
List I: (Budgeting Method)
P. Percentage of Sales Method
Q. Competitive Parity Method
R. Objective and Task Method
S. Affordable Method
List II: (Description)
1. Setting the budget based on what competitors are spending.
2. Setting the budget based on what the company believes it can afford.
3. Setting the budget by defining specific objectives, determining the tasks needed, and estimating the costs.
4. Setting the budget at a certain percentage of current or forecasted sales.
(A) P-2, Q-3, R-1, S-4
(B) P-4, Q-1, R-3, S-2
(C) P-4, Q-2, R-1, S-3
(D) P-1, Q-4, R-3, S-2

19. Which statement is incorrect regarding the translation of advertising copy for international markets?
(A) Cultural nuances and local idioms must be considered.
(B) The intended tone and persuasive appeal should be preserved in the target language.
(C) Literal, word-for-word translation is always the most effective approach.
(D) Transcreation, or creative adaptation, is often necessary.

20. Consider the following stages in the evolution of advertising.
(i) Rise of advertising agencies
(ii) Age of digital and social media marketing
(iii) Use of town criers and symbols
(iv) Dominance of print and broadcast media
Which of the following represents the correct chronological sequence?
(A) (iii), (i), (iv), (ii)
(B) (i), (iii), (iv), (ii)
(C) (iii), (iv), (i), (ii)
(D) (ii), (iv), (i), (iii)

21. A snack food company wants to understand if its new "healthy and tasty" advertisement is perceived as credible by mothers aged 25-40. What type of research would be most appropriate to directly test this?
(A) Sales data analysis
(B) Competitor spending analysis
(C) Audience perception and reception research
(D) Media cost analysis

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22. The term 'brand equity' in brand management refers to:
(A) The total number of diverse products sold globally under a specific brand name.
(B) The commercial value derived from consumer brand perception instead of the product.
(C) The tangible assets and industrial equipment owned and operated by the brand.
(D) The total financial cost of launching a new brand into a competitive market.

23. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The DAGMAR model of advertising sets communication objectives, not direct sales targets.
Reason (R): It posits that the effectiveness of advertising should be measured by its ability to move a consumer along the stages of Awareness, Comprehension, Conviction, and Action.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

24. In media planning, what does the term 'Reach' signify?
(A) The number of different people or households exposed to an advertisement at

(C) Deciding the most effective way to spend the advertising budget to reach the target audience.
(D) Handling the legal contracts with the client.

80. Given below are two statements.
Statement I: Puffery, or exaggerated subjective claims that cannot be proven true or false (e.g., "The best coffee in the world"), is generally considered legally acceptable in advertising.
Statement II: Deceptive advertising, which involves making false, objective claims, is illegal.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

81. A key reason for a client to hire an advertising agency is to:
(A) Gain access to specialized skills and objective perspectives.
(B) Comply with a government regulation requiring agency use.
(C) Avoid all responsibility for marketing outcomes.
(D) Get a lower price on product manufacturing.

82. In the context of brand management, what is 'brand loyalty'?
(A) The consumer's awareness of the brand's existence.
(B) The consumer's consistent and repeated purchase of a specific brand over others.
(C) The consumer's preference for the brand's logo.
(D) The price a consumer is willing to pay for the brand.

83. Research that is conducted before an advertising campaign is developed to help in target audience selection and message creation is called:
(A) Post-testing
(B) Summative research
(C) Formative or strategic research
(D) Outcome evaluation

84. The phrase "The ultimate driving machine" used by BMW is a classic example of:
(A) A jingle
(B) A media plan
(C) A product recall notice
(D) A brand positioning statement

85. Which of the following is NOT a type of advertising classification?
(A) By geographical area (Local, National, International)
(B) By target audience (Consumer, Business-to-Business)
(C) By manufacturing process (Handmade, Machine-made)
(D) By medium (Print, Broadcast, Digital)

86. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): A strong client-agency relationship is often described as a partnership.
Reason (R): Success in advertising requires collaboration, mutual trust, and shared goals between the client who knows the product and the agency that knows communication.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

87. Which of the following correctly describes the function of the creative team in an ad agency?
(A) It is responsible for liaising with the client and managing budgets.
(B) It is responsible for conducting market research and analyzing data.
(C) It is responsible for buying media space and negotiating rates.
(D) Translating marketing objectives into creative strategies and executions (copy and visuals).

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88. Consider the following stages of the 'Hierarchy of Effects' model.
(i) Preference & Liking
(ii) Awareness & Knowledge
(iii) Purchase
(iv) Conviction
Which of the following represents the correct sequence?
(A) (ii), (iii), (i), (iv)
(B) (ii), (i), (iv), (iii)
(C) (i), (ii), (iv), (iii)

(B) P-4, Q-3, R-2, S-1
(C) P-4, Q-2, R-3, S-1
(D) P-3, Q-4, R-1, S-2

51. The unique selling proposition (USP) is a concept in advertising that emphasizes:
(A) The creative execution of the advertisement.
(B) The overall price point of the product.
(C) A unique benefit or feature of a product that competitors cannot or do not offer.
(D) The number of media channels used in a campaign.

52. In media planning, 'Frequency' refers to:
(A) The average number of times an individual is exposed to an advertising message during a specific period.
(B) The number of different people who see an ad.
(C) The total cost of the media schedule.
(D) The percentage of the target audience reached.

53. A breakdown in the client-agency relationship where the client believes the agency is not delivering innovative ideas is best described as a failure in:
(A) Financial accountability
(B) Media buying efficiency
(C) Account administration
(D) Creative performance

54. The initial period in the evolution of advertising, before the invention of the printing press, was characterized by:
(A) Television commercials
(B) Word-of-mouth and symbols like inn signs
(C) Internet pop-up ads
(D) Radio jingles

55. Given below are two statements.
Statement I: Brand management is solely the responsibility of the marketing department.
Statement II: Effective brand management requires a coordinated effort across various departments of a company, including R&D, sales, and customer service.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

56. Research conducted to measure consumer recall of an advertisement a day after its broadcast is known as:
(A) A focus group study
(B) A physiological test
(C) A concept test
(D) Day-after recall (DAR) test

57. An advertising campaign's success is ultimately measured by its ability to:
(A) Achieve the marketing and communication objectives set for it.
(B) Win creative awards.
(C) Be the most expensive campaign in its category.
(D) Use the largest number of celebrity endorsers.

58. Which of the following is NOT a standard function of advertising?
(A) Creating advertising campaigns
(B) Manufacturing the client's products
(C) Placing ads in media
(D) Conducting marketing research

59. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The choice of language in advertising is a critical creative decision.
Reason (R): Language, through tone, style, and word choice, conveys brand personality and can be a key factor in persuading the target audience.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

60. An advertisement that promotes a social cause like 'Save the Girl Child' or 'Plant More Trees' is an example of:
(A) Product advertising
(B) Retail advertising
(C) Financial advertising
(D) Social or public service advertising

61. Consider the following practices in advertising.
(i) Making false claims about a product's performance.

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surveyed using a questionnaire.
(B) An individual's eye movements are tracked as they view an advertisement.
(C) Sales data is analyzed using statistical software.
(D) A small group of people are brought together to discuss a topic under the guidance of a moderator.

99. When a brand's name becomes a generic term for a product category (e.g., "Xerox" for photocopying), it is a phenomenon known as:
(A) Brand genericization
(B) Brand cannibalization
(C) Brand dilution
(D) Brand extension

100. Advertising that aims to build a positive public image of the entire corporation, rather than promoting a specific product, is called:
(A) Specific product advertising.
(B) Corporate or institutional advertising.
(C) Local retail advertising.
(D) Direct response advertising.

101. Which one of the following describes a key function of an Account Executive in an advertising agency?
(A) Writing the advertising copy.
(B) Designing the visual layout of the print ad.
(C) Serving as the primary liaison between the client and the agency.
(D) Conducting statistical analysis for market research.

102. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Elaboration Likelihood Model (ELM) proposes two distinct routes to persuasion.
Reason (R): The central route involves careful consideration of the message's arguments, while the peripheral route relies on superficial cues like source attractiveness or catchy music.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

103. The invention of the printing press by Gutenberg in the 15th century was a pivotal moment in the evolution of advertising because it:
(A) Enabled the first television commercials.
(B) Created the first advertising agencies.
(C) Led to the immediate development of radio.
(D) Allowed for the mass production of printed materials like handbills and posters.

104. Which of the following advertising budgeting approaches is often criticized for being illogical, as it assumes sales create advertising, rather than advertising creating sales?
(A) Percentage of Sales method
(B) Competitive Parity method
(C) Objective and Task method
(D) Affordable method

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105. "Brand Image" is best defined as:
(A) The physical logo of the brand.
(B) The set of beliefs and perceptions that consumers hold about a specific brand.
(C) The way the company wants the brand to be perceived.
(D) The legal trademark of the brand.

106. Consider the following potential sources of friction in a client-agency relationship.
(i) Disagreements over creative strategy.
(ii) Issues with agency compensation and billing.
(iii) Unrealistic expectations from the client.
(iv) Lack of clear communication and feedback.
(v) Perfect alignment on all strategic and creative matters.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iii) only
(B) (v) only
(C) (i), (ii), (iii), and (iv) only
(D) All are sources of friction.

107. The 'big idea' in the context of advertising creativity refers to:
(A) The total budget of the campaign.
(B) The size of the advertising agency.
(C) A detailed media schedule.
(D) A central, compelling concept that unifies all elements of an advertising campaign.

(A) It was the first time gold was advertised.
(B) Of the rise of powerful, creative-driven advertising and the growth of television.
(C) Advertising was completely unregulated.
(D) Digital advertising was invented.

165. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Brand management is an ongoing, dynamic process.
Reason (R): Markets, competitors, and consumer preferences are constantly changing, requiring brands to adapt their strategies to remain relevant.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

166. A small, independent advertising agency that offers a limited range of services or specializes in a particular niche is often called a:
(A) Global network agency
(B) In-house agency
(C) Boutique agency
(D) Media conglomerate

167. A campaign for a new phone focuses on its faster processor, longer battery life, and higher-resolution camera. This approach is primarily based on:
(A) Emotional benefits
(B) Brand personality
(C) The price of the phone
(D) Product features and functional benefits

168. Which of the following is NOT a good reason for a client to change its advertising agency?
(A) A junior marketing executive dislikes the color of the agency's logo.
(B) Consistent failure to meet strategic objectives.
(C) A serious breakdown in the working relationship and trust.
(D) A desire for a fresh perspective after a long and successful partnership.

169. 'Guerilla marketing' is an advertising strategy that:
(A) Relies on a very large budget for mass media.
(B) Focuses on low-cost, unconventional, and imaginative tactics to create a big impact.
(C) Uses high-cost, conventional methods to reach a broad audience.
(D) Is exclusively used for military recruitment.

170. Consider the following components of brand management.
(i) Creating brand identity
(ii) Managing brand communication
(iii) Monitoring brand equity
(iv) Developing a positioning strategy
(v) Ignoring competitor actions
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iii) only
(B) (v) only
(C) (i), (ii), (iii), and (iv) only
(D) All are valid components.

171. The use of a pun or a clever play on words in an advertisement headline is a creative technique related to:
(A) The choice of media.
(B) The budget allocation.
(C) The use of language.
(D) The marketing research.

172. Post-testing research for a campaign can measure all of the following EXCEPT:
(A) Changes in brand awareness.
(B) Recall of the advertising message.
(C) Changes in consumer attitudes towards the brand.
(D) The initial creative concept before production.

173. The concept of 'Integrated Marketing Communication' (which includes advertising) emphasizes that:
(A) A company's various communication channels should be coordinated to deliver a clear, consistent message.
(B) Each promotional tool should send a different and unrelated message.
(C) Advertising is the only important communication tool.
(D) Public relations is more effective than advertising.

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117. An ad shows a famous scientist endorsing a new toothpaste and explaining its chemical formula. This ad primarily uses a(n):
(A) Emotional appeal
(B) Humorous appeal
(C) Fear appeal
(D) Rational and expert-driven appeal

118. When an international campaign for a car named 'Nova' failed in Spanish-speaking markets because "no va" means "it doesn't go," it was a classic failure of:
(A) Linguistic and cultural translation
(B) Media planning
(C) Budgeting
(D) Creative strategy

119. A 'media buying service' is an advertising organization that specializes in:
(A) Creating the advertisements.
(B) Buying media time and space in bulk and reselling it to advertisers.
(C) Conducting all the market research for a campaign.
(D) Managing the client-agency relationship.

120. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): A successful advertising campaign requires a well-defined target audience.
Reason (R): It is impossible to create an effective message and media plan without knowing who the message is intended for.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

121. The value of a brand, in financial terms, is often referred to as:
(A) Brand identity
(B) Brand image
(C) Brand equity
(D) Brand slogan

122. Consider the following statements regarding the concept of advertising standards and ethics.
(i) Standards are often self-regulated by industry bodies.
(ii) Ethics in advertising is primarily concerned with legal compliance only.
(iii) They address issues like truthfulness, decency, and portrayal of social groups.
(iv) Using children in ads is always unethical, regardless of context.
Which of the above statement(s) is/are correct?
(A) (i) and (iii) only
(B) (ii) and (iv) only
(C) (i), (ii), and (iii) only
(D) All (i), (ii), (iii), and (iv) are correct.

123. A company is launching a completely new type of technology product. The initial advertising campaign focuses heavily on explaining what the product is and how it works. This is an example of:
(A) Persuasive advertising
(B) Reminder advertising
(C) Comparative advertising
(D) Informative advertising

124. The traditional commission system for agency compensation involved the agency receiving:
(A) A percentage (typically 15%) of the media spending.
(B) A flat monthly fee from the client.
(C) Payment based on the increase in the client's sales.
(D) A bonus for winning creative awards.

125. A key activity in brand management is to ensure that the brand's message and identity are communicated consistently across all points of customer contact. This is known as:
(A) Media planning
(B) Integrated marketing communication
(C) Creative execution
(D) Market research

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126. Read the following scenario and answer the question that follows.
A small bakery wants to advertise but has a very limited budget. The owner decides to spend the entire budget on flyers and a single, large ad in the local community newspaper just before a major festival. This media planning strategy is an example of:
(A) A national campaign with high frequency.
(B) A continuous, year-round media presence.

(C) A concentrated, timing-focused local strategy.
(D) A strategy focused on reaching a global audience.

127. The development of radio in the 1920s and 1930s revolutionized advertising by introducing:
(A) Visual storytelling.
(B) Interactivity and user-generated content.
(C) The ability to target users based on search history.
(D) The ability to reach a mass audience with sound, music, and spoken word.

128. An advertisement that is designed to look like editorial or news content is called:
(A) An advertorial
(B) A slogan
(C) A jingle
(D) A pop-up ad

129. Given below are two statements.
Statement I: In advertising translation, maintaining the literal meaning of words is more important than conveying the intended emotional response.
Statement II: Effective advertising translation often requires 'transcreation' to adapt the core message to cultural nuances and linguistic differences.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

130. A/B testing in the context of digital advertising research is a method used to:
(A) Test the chemical composition of a product.
(B) Compare two versions of an ad (A and B) to see which one performs better.
(C) Ensure the ad works on both Android and Blackberry phones.
(D) Check the advertising budget twice.

131. Which of the following is a key advantage of hiring a full-service ad agency over handling advertising in-house?
(A) It is always less expensive.
(B) It gives the client complete control over every creative detail.
(C) It provides access to a wider range of talent, expertise, and an objective viewpoint.
(D) It guarantees an immediate increase in sales.

132. The process of defining what a brand stands for, its personality, and its core promise to the consumer is known as developing the:
(A) Media plan
(B) Sales report
(C) Production schedule
(D) Brand identity

133. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The relationship between advertising and marketing is hierarchical.
Reason (R): Advertising is a tool of marketing; marketing is a broader process that includes product, price, place, and promotion (of which advertising is a part).
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

134. Which one of the following is NOT a primary function of advertising?
(A) Finalizing product distribution channels
(B) Creating awareness
(C) Generating leads
(D) Building brand image

135. Consider the following components of a standard advertising campaign plan.
(i) Creative Strategy and Execution
(ii) Situation Analysis and Research
(iii) Media Plan
(iv) Setting Objectives
Which of the following represents the correct sequence?
(A) (ii), (iv), (i), (iii)
(B) (iv), (ii), (iii), (i)
(C) (i), (iii), (ii), (iv)
(D) (ii), (i), (iv), (iii)

136. A 'creative brief' is a document used in an ad agency to:
(A) Bill the client for services rendered.

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(B) Guide the creative team in developing the advertisement.
(C) Present the final advertisement to the media.
(D) Analyze the results of the campaign.

137. Consider the following statements about brand management.
(i) Brand management is a one-time activity performed at product launch.
(ii) A strong brand can command a premium price.
(iii) The goal of brand management is to build and sustain brand equity.
(iv) Brand image is solely created by advertising and not by consumer experience.
(v) Protecting a brand from imitation is a key aspect of brand management.
Which of the above statement(s) is/are incorrect?
(A) (ii), (iii), and (v) are incorrect.
(B) (i) and (iv) are incorrect.
(C) (i), (iv), and (v) are incorrect.
(D) All statements are incorrect.

138. The advertising industry's self-regulatory body in India is the:
(A) Telecom Regulatory Authority of India (TRAI)
(B) Press Council of India (PCI)
(C) Advertising Standards Council of India (ASCI)
(D) Securities and Exchange Board of India (SEBI)

139. Match the term related to advertising creativity in List I with its description in List II.
List I: (Creative Term)
P. Storyboard
Q. Copy
R. Layout
S. Jingle
List II: (Description)
1. The written or spoken text of an advertisement.
2. A musical tune, often with lyrics, created for an ad.
3. A series of drawings or images showing the planned sequence of scenes in a video ad.
4. The overall arrangement of visual elements in a print ad.
(A) P-3, Q-1, R-4, S-2
(B) P-1, Q-3, R-2, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-2, Q-1, R-4, S-3

140. When a client and an agency have a dispute that cannot be resolved, it most directly impacts the:
(A) Overall health of the economy.
(B) Global media landscape.
(C) Manufacturing process of the product.
(D) Effectiveness and continuity of the advertising campaign.

141. The rise of the internet and social media has led to a significant shift in advertising towards:
(A) More interactive, measurable, and targeted communication.
(B) More one-way, mass communication.
(C) Less accountability and measurement.
(D) A complete end to television advertising.

142. A company that sells sporting goods decides to create separate advertising campaigns for serious athletes and for casual weekend players. This is an application of:
(A) Undifferentiated marketing
(B) Market segmentation and targeting
(C) Product-oriented marketing
(D) Sales-oriented marketing

143. Given below are two statements.
Statement I: The structure of an advertising agency is rigid and identical across all agencies.
Statement II: Agency structures vary depending on their size, specialization (e.g., digital, full-service), and client needs, but typically include core functions like account management, creative, and media.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

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144. 'Co-branding' is a brand management strategy where:
(A) A single company creates two competing brands.
(B) A brand is discontinued.
(C) Two or more well-known brands are combined in a joint marketing effort.
(D) A store sells products under its own brand name.

108. An advertising campaign and its associated marketing activities must be guided by the overall:
(A) Creative director's personal taste.
(B) Corporate marketing objectives and strategy.
(C) Competitor's last campaign.
(D) Production budget limitations alone.

109. Given below are two statements.
Statement I: Marketing research is only useful after an advertising campaign has been completed.
Statement II: Marketing research is a continuous process used at all stages, including pre-campaign strategy development, creative testing, and post-campaign evaluation.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

110. Which theory suggests that consumers are active users of media and choose content that provides them with specific rewards or gratifications?
(A) AIDA model
(B) Cultivation Theory
(C) Uses and Gratifications Theory
(D) Hypodermic Needle Theory

111. Consider the following roles in a traditional advertising agency's creative process.
(i) Art Director creates visual concepts.
(ii) Creative Director approves the 'big idea'.
(iii) Copywriter writes the text/script.
(iv) Account Planner provides the creative brief.
Which of the following represents the correct sequence of workflow?
(A) (iv), (ii), (iii), (i)
(B) (i), (iii), (ii), (iv)
(C) (iv), (iii), (i), (ii)
(D) (ii), (iv), (i), (iii)

112. The defining characteristic of direct-response advertising is that it:
(A) Seeks to build a long-term brand image.
(B) Is placed only in mainstream media.
(C) Is always the cheapest form of advertising.
(D) Asks the receiver of the ad to take an immediate action, such as calling a number or visiting a website.

113. An important standard in advertising is the clear identification of the message's sponsor. This is to:
(A) Distinguish advertising from editorial content and ensure transparency.
(B) Increase the creative appeal of the advertisement.
(C) Meet the requirements for winning an award.
(D) Complicate the message for the consumer.

114. A 'creative boutique' is a type of advertising agency that:
(A) Provides all services, including media buying and research.
(B) Specializes in providing only creative services (copywriting and art direction).
(C) Is owned and operated by the client.
(D) Focuses exclusively on creating jingles.

115. Match the stage of the product life cycle in List I with the likely advertising objective in List II.
List I: (Product Life Cycle Stage)
P. Introduction Stage
Q. Growth Stage
R. Maturity Stage
S. Decline Stage
List II: (Advertising Objective)
1. Build brand preference and market share.
2. Reduce expenditure and target a loyal niche.
3. Build awareness and encourage trial.
4. Reinforce brand choice and maintain market share.
(A) P-1, Q-2, R-4, S-3
(B) P-3, Q-1, R-4, S-2
(C) P-3, Q-4, R-1, S-2
(D) P-2, Q-1, R-3, S-4

116. A brand manager's responsibilities typically include all of the following EXCEPT:
(A) Analyzing market trends and brand positioning.
(B) Developing and executing marketing plans for the brand.
(C) Operating the machinery on the product assembly line.
(D) Monitoring brand performance and profitability.

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(iii) To pay the agency for its services as per the agreement.
(iv) To write the copy and design the layouts for the ad.
Which of the above statement(s) is/are correct?
(A) (i) and (ii) only
(B) (i), (ii), and (iii) only
(C) (iv) only
(D) All (i), (ii), (iii), and (iv) are roles of the client.

156. The term 'brand positioning' refers to:
(A) The physical location of the brand's headquarters.
(B) The shelf location of the product in a supermarket.
(C) The unique space a brand occupies in the mind of the consumer relative to competitors.
(D) The process of designing the brand's logo.

157. Given below are two statements.
Statement I: The structure of a modern advertising agency often includes specialized digital and social media departments.
Statement II: The fundamental roles of an agency, such as strategy, creative development, and media placement, have been completely replaced by automation.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

158. The DAGMAR model of advertising stands for:
(A) Designing Advertising Goals for Measured Advertising Results.
(B) Developing and Guiding Marketing and Advertising.
(C) Defining Aggressive Goals for Major Advertising Revenue.
(D) Data, Analytics, Goals, Metrics, and Results.

159. When PepsiCo ran the "Pepsi Challenge," asking people to do a blind taste test between Pepsi and Coke, it was a classic example of a campaign based on:
(A) Institutional advertising
(B) Comparative advertising
(C) Reminder advertising
(D) Social advertising

160. Match the media planning term in List I with its definition in List II.
List I: (Media Planning Term)
P. Reach
Q. Frequency
R. Flighting
S. Pulsing
List II: (Definition)
1. The average number of times a target audience member is exposed to a message.
2. An advertising schedule with intermittent periods of activity and inactivity.
3. The number of unique individuals exposed to a message.
4. A continuous advertising schedule with periods of heavier activity.
(A) P-1, Q-3, R-4, S-2
(B) P-3, Q-1, R-2, S-4
(C) P-3, Q-2, R-1, S-4
(D) P-2, Q-1, R-4, S-3

161. The primary ethical concern with 'subliminal advertising' is that it:
(A) Is too expensive for most advertisers.
(B) Is not creative enough.
(C) Attempts to influence consumers without their conscious awareness.
(D) Only works in black and white films.

162. A key component of a creative brief that describes the core consumer insight upon which the advertising will be based is the:
(A) Budget allocation
(B) Media schedule
(C) Legal disclaimer
(D) Proposition or key message

163. A brand's "share of voice" in marketing communication refers to:
(A) The brand's proportion of the total advertising spending in its product category.
(B) The volume of the brand's television commercials.
(C) The number of languages the brand advertises in.
(D) The number of customer service calls received by the brand.

164. In the evolution of advertising, the post-World War II era in the West is often called the 'Golden Age' because:

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offices.
(D) The food served in their respective cafeterias.

183. Which of the following is NOT an ethical issue in advertising?
(A) Deceptive advertising
(B) Using a clear and legible font in a print ad
(C) Advertising to children
(D) Promotion of harmful products

184. The process of analyzing the marketplace and competition to define the space a brand will occupy in the consumer's mind is a core part of:
(A) The advertising campaign's media buying phase.
(B) The post-campaign evaluation report.
(C) The brand positioning strategy development.
(D) The agency's internal accounting process.

185. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): An advertising campaign must be based on marketing research.
Reason (R): Without research into the target audience, market, and competition, an advertising campaign is likely to be based on guesswork and may fail to achieve its objectives.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

186. The language of advertising often employs rhetorical devices like metaphors, alliteration, and hyperbole. Why?
(A) To make the message more engaging, memorable, and persuasive.
(B) To fulfill a legal requirement for complex language.
(C) To confuse the consumer.
(D) To make the advertisement harder to translate.

187. The term 'clutter' in the context of media planning refers to:
(A) The total number of creative professionals working within an agency.
(B) The large volume of advertising messages that consumers are exposed to.
(C) The physical untidiness found in a creative director's specific office.
(D) A specific type of internal financial budget used for advertising.

188. Consider the following statements about advertising and marketing.
(i) Marketing is a broader concept than advertising.
(ii) Advertising is a part of the 'Promotion' element of the marketing mix.
(iii) A company can have a marketing department but outsource its advertising.
(iv) Advertising strategy should be aligned with the overall marketing strategy.
(v) Marketing is solely about creating advertisements.
Which of the above statement(s) is/are correct?
(A) (v) only
(B) (i), (ii), and (v) only
(C) (i), (ii), (iii), and (iv) only
(D) All statements are correct.

189. A brand that has achieved such strong loyalty that customers will go to great lengths to find it and are unwilling to accept substitutes is said to have:
(A) Brand awareness
(B) Brand preference
(C) Brand insistence
(D) Brand recognition

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190. What is the primary purpose of setting standards in advertising?
(A) To increase the cost of making advertisements.
(B) To limit the creativity of advertising professionals.
(C) To ensure that all advertisements look the same.
(D) To maintain public trust and confidence in advertising.

191. In a full-service advertising agency, the 'Traffic' department is responsible for:
(A) Managing the flow of work and ensuring deadlines are met for all projects.
(B) Analyzing traffic patterns on the city's roads for billboard placement.
(C) Creating commercials for automobile

174. Given below are two statements.
Statement I: An advertising agency's structure is typically divided into departments based on function, such as creative, media, account services, and research.
Statement II: The account services department acts as a bridge between the client and the internal teams of the agency.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

175. When a company pays to have its product visibly placed and used in a movie or TV show, it is known as:
(A) A traditional commercial
(B) Product placement
(C) An advertorial
(D) A public service announcement

176. Which of the following is a key reason for conducting advertising research?
(A) To increase the cost of advertising.
(B) To make the advertising process more complicated.
(C) To reduce the risk of ineffective advertising by making more informed decisions.
(D) To avoid the need for creativity.

177. A long-running advertising campaign for a chocolate brand that always shows people celebrating happy moments with the product is primarily trying to build:
(A) A low-price perception.
(B) An image of technical superiority.
(C) Awareness of the product's ingredients.
(D) A strong emotional association with happiness and celebration.

178. The commission-based system of agency compensation has been largely replaced by other methods like fees and performance-based models because:
(A) Clients felt the commission system encouraged agencies to spend more on media, rather than finding efficient solutions.
(B) The commission system was too simple to calculate.
(C) Agencies preferred to work for free.
(D) Government regulations banned the commission system entirely.

179. A key characteristic of the evolution of advertising in the 21st century is the:
(A) Decreasing importance of data and analytics.
(B) Shift from a monologue (brand-to-consumer) to a dialogue (brand-and-consumer).
(C) Complete disappearance of print advertising.
(D) Reduction in the number of media channels available.

180. Which of the following statements is incorrect?
(A) A brand is more than just a name; it's a set of perceptions and expectations.
(B) Brand management is crucial for creating a sustainable competitive advantage.
(C) Brand management is a static process that does not require adaptation.
(D) A strong brand can simplify consumer choice and reduce risk.

181. Match the advertising appeal in List I with the most likely product category in List II.
List I: (Advertising Appeal)
P. Fear Appeal
Q. Humour Appeal
R. Rational Appeal
S. Sex Appeal
List II: (Product Category)
1. High-involvement technical products like computers.
2. Perfumes and colognes.
3. Insurance policies and home security systems.
4. Snack foods and beverages.
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-1, S-2
(C) P-3, Q-1, R-4, S-2
(D) P-2, Q-3, R-1, S-4

182. A major source of disagreement between a client and an ad agency can be a clash of cultures. This refers to differences in:
(A) The working styles, values, and risk tolerance between the two organizations.
(B) The native languages spoken by the CEO.
(C) The geographical locations of their main

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145. Pre-testing of advertisements is conducted to:
(A) Measure the final sales results of a campaign.
(B) Calculate the total cost of the media buy.
(C) Fulfill a legal requirement for all advertisements.
(D) Increase the chances of an ad's success by identifying and correcting any weaknesses before it is launched.

146. A detergent ad that demonstrates how it removes tough stains better than another leading brand is an example of:
(A) Product-demonstration and comparative advertising
(B) Institutional advertising
(C) Social advertising
(D) Reminder advertising

147. A primary function of advertising is to reduce the 'dissonance' a consumer might feel after making a major purchase. This is called:
(A) Creating demand
(B) Post-purchase reinforcement
(C) Pre-purchase information
(D) Building brand awareness

148. A clothing brand known for its rugged outdoor wear starts a new line of formal office attire under the same brand name. This strategy might fail if:
(A) The new line has excellent quality.
(B) The brand positioning is too narrow and does not "stretch" to the new category in the consumer's mind.
(C) The company advertises the new line.
(D) The price is competitive.

149. The 'Creative Director' in an advertising agency is ultimately responsible for:
(A) The financial health of the agency.
(B) The media schedule and placement.
(C) The client's sales figures.
(D) The quality of the final creative work produced by the agency.

150. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Advertising budgeting is one of the most challenging decisions for a marketing manager.
Reason (R): The effect of advertising on sales is often difficult to measure precisely and can be influenced by many other factors.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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151. An ad that relies heavily on statistics, data, and logical arguments to make its point is using what kind of creative approach?
(A) A rational appeal
(B) An emotional appeal
(C) A humorous appeal
(D) A musical appeal

152. Which of the following correctly describes a function of advertising in a market economy?
(A) To limit competition and create monopolies.
(B) To provide consumers with information to make informed choices.
(C) To decrease the overall demand for products.
(D) To make all products identical.

153. A successful advertising campaign targeting a global audience often requires:
(A) A single, untranslated message broadcast worldwide.
(B) The use of only one globally recognized celebrity.
(C) A balance between a consistent global brand message and local cultural adaptation.
(D) Ignoring all local market research.

154. Which of the following is a qualitative research technique used in advertising research?
(A) A large-scale survey with multiple-choice questions.
(B) Analysis of sales data.
(C) Measuring website clicks.
(D) In-depth interviews with a small number of consumers.

155. Consider the following statements regarding the role of a client in a client-agency relationship.
(i) To provide the agency with a clear brief and objectives.
(ii) To have the final approval on the creative work and budget.

companies.
(D) Managing the agency's transportation fleet.

192. When Volvo positions its cars on the attribute of 'safety', it is an example of:
(A) Positioning by price
(B) Positioning by product attribute
(C) Positioning by user category
(D) Positioning by competitor

193. The concept that advertising works by moving a consumer through a series of stages like Awareness, Interest, Desire, and Action is characteristic of which type of models?
(A) Circular models
(B) Random-effect models
(C) Hierarchy-of-effects models
(D) Chaos theory models

194. A television commercial that tells a short, emotional story involving a family and subtly integrates the product as part of the story is using what creative technique?
(A) Hard sell
(B) Testimonial
(C) Jingle-based
(D) Narrative or storytelling

195. One of the main challenges when translating advertising for different cultures is that:
(A) Visuals and symbols can have vastly different meanings.
(B) People in other countries do not watch advertisements.
(C) Copyright laws prevent the use of any images.
(D) All languages use the same idioms.

196. Given below are two statements.
Statement I: Media planning is about selecting the optimal mix of media channels to achieve a campaign's objectives.
Statement II: A media plan includes specifics like which TV shows to advertise on or which magazines to use.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

197. A key goal of an advertising campaign is to achieve a 'breakthrough'. This means:
(A) Breaking the budget.
(B) Breaking down the relationship with the client.
(C) Cutting through the media clutter to get the audience's attention.
(D) Breaking the law.

198. The most significant contribution of the digital revolution to the evolution of advertising is:
(A) The invention of color in advertising.
(B) The creation of the first slogan.
(C) The use of celebrity endorsers.
(D) The ability to precisely target and measure advertising effectiveness.

199. A primary function of brand management is to build 'brand resonance', which signifies:
(A) A deep, loyal, and psychological bond between the consumer and the brand.
(B) The sound a brand's jingle makes.
(C) The level of brand awareness among non-users.
(D) The market share of the brand in a specific quarter.

200. An agency that is paid based on the number of sales or leads it generates for the client is working on a:
(A) Fixed fee model
(B) Performance-based compensation model
(C) Commission model
(D) Retainer model

201. Which of the following is an example of business-to-business (B2B) advertising?
(A) A Coca-Cola commercial on television.
(B) A back-to-school sale ad from a local department store.
(C) An advertisement for a new software solution in an industry trade magazine.
(D) An ad for a new children's toy in a comic book.

202. The first step in creating a successful ad campaign is:
(A) Writing the copy.
(B) Hiring a famous actor.
(C) Choosing the font for the print ad.
(D) Thoroughly understanding the product,

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market, and consumer through research.

203. Which of the following is NOT a type of advertising agency compensation model?
(A) Client-funded manufacturing
(B) Media commissions
(C) Fee-based system
(D) Performance-based incentives

204. The collective, consistent, and recognizable elements of a brand, such as its name, logo, colors, and typeface, are referred to as its:
(A) Brand equity
(B) Visual identity system
(C) Brand personality
(D) Brand position

205. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Creativity in advertising is not just about being artistic or funny; it must be strategic.
Reason (R): The creative elements of an ad must work to achieve the marketing objectives, such as communicating a key benefit or changing a perception.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

206. A key part of the media budgeting process is to:
(A) Write the script for the TV commercial.
(B) Design the company's new logo.
(C) Allocate the total advertising budget across different media channels.
(D) Decide on the product's price.

207. Which of the following correctly describes the evolution of advertising agency function?
(A) Agencies have consistently moved from specialization towards generalization.
(B) Agencies have always focused exclusively on digital media.
(C) The role of the agency has remained completely unchanged for 200 years.
(D) Early agencies were primarily media brokers, but they evolved to offer creative and strategic services.

208. When an advertising message is misinterpreted by the target audience due to cultural differences, it is considered a failure in:
(A) Message encoding and decoding
(B) Media buying
(C) Budgeting
(D) Frequency

209. Consider the following benefits provided by a well-managed brand.
(i) Simplifies the choice process.
(ii) Provides an assurance of quality.
(iii) Often creates a sense of identity or belonging.
(iv) Always guarantees the lowest possible price.
Which of the above statement(s) is/are correct?
(A) (iv) only
(B) (i) and (ii) only
(C) (i), (ii), and (iii) only
(D) All (i), (ii), (iii), and (iv) are benefits.

210. A marketing research firm uses eye-tracking technology to see which parts of a print ad consumers look at first and for how long. This is a form of:
(A) Survey research
(B) Physiological testing
(C) Historical research
(D) Sales analysis

211. Which of the following is NOT a mass media channel used for advertising?
(A) Television
(B) Newspapers
(C) Personal selling (door-to-door)
(D) Radio

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212. The core idea behind a successful advertising campaign is often called the:
(A) Media plan
(B) Budget
(C) Research report
(D) Creative concept or 'Big Idea'

213. Given below are two statements.
Statement I: A brand is simply a product's trademarked name and logo.
Statement II: A brand is a complex entity that exists in the minds of consumers, encompassing

a set of perceptions, emotions, and experiences associated with a product or company.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

214. The primary reason for a poor client-agency relationship is often:
(A) A lack of clear goals and poor communication.
(B) The agency being located in a different city.
(C) The client's product being of poor quality.
(D) The agency using a different brand of computer.

215. The 'creative revolution' of the 1960s in advertising, led by figures like Bill Bernbach, emphasized:
(A) The primacy of media buying over all other functions.
(B) An intelligent, witty, and consumer-centric approach that paired copywriters and art directors.
(C) The use of hard-sell tactics and repetitive messaging.
(D) A focus on scientific data to the exclusion of all creativity.

216. Match the type of brand in List I with its definition in List II.
List I: (Type of Brand)
P. Manufacturer Brand
Q. Private Brand
R. Generic Brand
S. Co-brand
List II: (Definition)
1. A product with no brand name at all, sold in plain packaging.
2. Two brands collaborating on a single product or promotion.
3. A brand owned and sold by a wholesaler or retailer (e.g., store brand).
4. A brand owned and promoted by the producer of the product (e.g., Sony, Ford).
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-1, S-2
(C) P-4, Q-1, R-3, S-2
(D) P-3, Q-4, R-2, S-1

217. One of the major functions of advertising is to reduce the 'dissonance' a consumer might feel after making a major purchase. This is achieved by:
(A) Constantly lowering the price points of the items.
(B) Distributing the advertisement only in a single location.
(C) Building strong brand loyalty to reduce consumer price sensitivity.
(D) Reducing the overall manufacturing quality of the product.

218. An advertisement that uses a recognized celebrity to endorse a product is leveraging the celebrity's:
(A) Product design skills
(B) Financial management expertise
(C) Media planning knowledge
(D) Credibility and aspirational value

219. The process of deciding how to best use the money allocated for an advertising campaign is known as:
(A) Advertising budgeting
(B) Creative development
(C) Account planning
(D) Brand management

220. The final, executed advertising message must be a translation of the campaign's:
(A) Budget constraints
(B) Strategic objectives and creative brief
(C) Media schedule
(D) Legal team's preferences

221. A major ethical consideration in advertising is ensuring a clear distinction between:
(A) Creative and media departments.
(B) Humorous and serious ads.
(C) Advertising content and editorial/ entertainment content.
(D) Print and broadcast media.

222. Consider the following activities regarding an agency's role in media planning.
(i) Identifying the target audience's media consumption habits.
(ii) Selecting the most efficient media to deliver the message.
(iii) Negotiating costs and purchasing media

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(D) P-2, Q-1, R-3, S-4

242. A major cause for a client-agency split is a "lack of chemistry." This intangible factor refers to:
(A) A failed chemical experiment in the client's lab.
(B) The agency's failure to understand the chemical properties of the client's product.
(C) The inability of key personnel on both sides to work together effectively and harmoniously.
(D) Disagreements over the agency's choice of cleaning supplies.

243. An advertising campaign's central theme or message should be guided by the:
(A) Personal preferences of the copywriter.
(B) Number of media channels available.
(C) The previous year's budget.
(D) Brand's positioning strategy.

244. The key difference between advertising and public relations (PR) is that:
(A) Advertising is paid media space, while PR typically seeks to earn media coverage.
(B) Advertising is always truthful, while PR is not.
(C) Advertising is for products, while PR is for services.
(D) Advertising uses visuals, while PR only uses text.

245. The rise of social media influencers as a channel for promotion is a key trend in the:
(A) Early history of print advertising.
(B) Evolution of digital marketing and advertising.
(C) Era of radio dominance.
(D) History of town criers.

246. Consider the following activities regarding the brand management function.
(i) Conducting brand audits to assess brand health.
(ii) Managing the marketing budget for the brand.
(iii) Overseeing new product development under the brand.
(iv) Ensuring all customer-facing communications are consistent with the brand identity.
(v) Deciding the company's overall corporate tax strategy.
Which of the above statement(s) is/are correct?
(A) (v) only
(B) (i), (ii), and (iii) only
(C) (i), (ii), (iii), and (iv) only
(D) All are part of brand management.

247. The role of the "producer" in an advertising agency, particularly for broadcast ads, is to:
(A) Manage the overall finances of the agency.
(B) Write the script for the commercial.
(C) Manage the physical production of the commercial, including hiring directors, crew, and managing the budget and schedule.
(D) Liaise with the client on strategic matters.

248. The term 'concept' of advertising refers to:
(A) The final legal contract between an agency and client.
(B) A specific advertisement's budget.
(C) The physical location where an ad is filmed.
(D) The underlying idea or philosophy that advertising is a form of persuasive communication.

249. A company that wants to ensure its advertising message is understood in the same way across multiple countries should invest in:
(A) High-quality cross-cultural research and careful language translation/transcreation.
(B) Using only one language for all its ads globally.
(C) Avoiding advertising altogether.
(D) Hiring actors from only one country.

250. The ultimate goal of an advertising campaign is to contribute to the marketing objectives, which often translates to:
(A) Winning the most creative awards.
(B) Influencing consumer behavior in a way that benefits the brand (e.g., purchase, trial, loyalty).
(C) Spending the entire allocated budget precisely.
(D) Creating an advertisement that is at least 60 seconds long.

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Direction : Please read the following source carefully.

232. An advertising agency's structure must facilitate collaboration between which key departments for a campaign to be successful?
(A) The legal department and the cafeteria staff.
(B) The human resources and finance departments only.
(C) Account services, creative services, and media services.
(D) The client's manufacturing department and the agency's reception.

233. The 'A' in the acronym AIDA stands for:
(A) Action
(B) Attitude
(C) Awareness
(D) Attention

234. In brand management, the term 'brand architecture' refers to:
(A) The structure of brands within an organization, defining their roles and relationships.
(B) The design of the building where the brand is headquartered.
(C) The architectural style of the brand's retail stores.
(D) The blueprint for the brand's logo.

235. The most important outcome of a successful advertising campaign is that it:
(A) Is liked by the CEO's family.
(B) Helps achieve the pre-defined marketing and business objectives.
(C) Uses the most expensive celebrity available.
(D) Wins a local creative award.

236. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The 'Objective and Task' method is theoretically the soundest method for setting an advertising budget.
Reason (R): It forces management to articulate its assumptions about the relationship between money spent, exposure levels, trial rates, and regular usage.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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237. The growing importance of data analytics in advertising has led to the rise of:
(A) Hand-painted billboard advertising.
(B) Town criers as a medium.
(C) Programmatic advertising, which automates the buying of ad space.
(D) A decline in the need for any form of marketing research.

238. An ethical advertisement should NOT:
(A) Be persuasive.
(B) Be creative and engaging.
(C) Aim to build a positive brand image.
(D) Be deliberately misleading or make false claims.

239. The process of translating a creative concept into a finished advertisement (e.g., filming a commercial, designing a print ad) is known as:
(A) Creative execution or production
(B) Media planning
(C) Account planning
(D) Market research

240. Which of the following is NOT a function of branding for a company?
(A) It provides legal protection for unique product features.
(B) It guarantees that all marketing research will be accurate.
(C) It helps segment markets.
(D) It provides a basis for building a loyal customer base.

241. Match the advertising term in List I with its correct association in List II.
List I: (Advertising Term)
P. Client
Q. Agency
R. Media
S. Consumer
List II: (Association)
1. Creates the advertising message.
2. The target of the advertising message.
3. Carries the advertising message.
4. Pays for the advertising.
(A) P-4, Q-1, R-3, S-2
(B) P-1, Q-4, R-2, S-3
(C) P-4, Q-3, R-1, S-2

brand image relates to the company.
(D) Brand identity is for new brands, while brand image is for established brands.

268. According to the passage, the term 'brand equity' refers to:
(A) the value derived from consumer perception and experience of the brand.
(B) the total number of products sold by a brand.
(C) the legal registration and ownership of the brand name.
(D) the financial investment made in the brand's advertising.

269. A new company launches a luxury car and markets it as the 'safest and most technologically advanced vehicle in its class'. This marketing effort is a direct example of:
(A) building brand equity.
(B) developing a brand identity.
(C) establishing brand positioning.
(D) measuring brand image.

270. What can be inferred about the role of consistency in brand management?
(A) It is only important for the initial launch of the brand.
(B) It is less important than having a creative and constantly changing message.
(C) It primarily refers to maintaining a consistent price point.
(D) It is crucial for building a strong and distinct consumer perception over time.

Direction : Please read the following source carefully.

Advertising management often involves a collaboration between a client and an advertising agency. An advertising agency is an independent service organization that plans, creates, and executes advertising campaigns on behalf of its clients. The agency's fundamental role is to provide an outside, objective viewpoint and specialized skills that are often not available in-house. A full-service agency is typically structured into several distinct but interconnected departments. The account services department, or account management, acts as the primary liaison between the agency and the client, responsible for understanding the client's needs and ensuring the agency delivers on its promises. The creative department, staffed by copywriters and art directors, is responsible for conceptualizing and producing the actual advertisements. The media department handles media planning and buying, selecting the most effective channels to reach the target audience within the budget. Finally, the research department gathers and analyzes data to inform strategic decisions and measure campaign effectiveness. The synergy between these departments is critical, as a successful campaign relies on a strong creative idea being delivered through the right media to the right audience, all while meeting the client's strategic objectives and budget.

Based on the above source, attempt the following five questions.

271. Which department within an advertising agency is responsible for serving as the main point of contact for the client?
(A) The creative department
(B) The media department
(C) The account services department
(D) The research department

272. What is the primary function of the creative department in an ad agency?
(A) To manage the client's budget and billing.
(B) To develop the concept and produce the advertisements.
(C) To purchase advertising space in various media.
(D) To conduct market surveys and focus groups.

273. According to the passage, what is a key advantage for a client in hiring an advertising agency?
(A) Gaining access to the agency's proprietary media channels.
(B) Guaranteeing that their product sales will increase.
(C) Shifting all legal responsibility for the advertising to the agency.
(D) Receiving an objective viewpoint and specialized skills.

274. The passage emphasizes the importance of synergy between agency departments. This implies that:
(A) effective campaigns require collaboration

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Advertising is a complex and multifaceted form of marketing communication, fundamentally defined as a paid, non-personal form of communication from an identified sponsor, using mass media to persuade or influence an audience. Its core functions extend beyond mere persuasion; they include informing consumers about new products or features, reminding them of a brand's existence, adding value to the brand through perception and image, and assisting other marketing efforts. The types of advertising are diverse, categorized by target audience (consumer vs. business-to-business), geography (local, national, international), and purpose. For instance, product advertising focuses on promoting a specific good or service, whereas institutional or corporate advertising aims to build a positive image for the entire organization. Similarly, retail advertising encourages patronage of a specific store, while direct-response advertising seeks an immediate action from the consumer. The presence of an identified sponsor is a critical component that distinguishes advertising from other forms of publicity or propaganda, ensuring accountability and transparency. The strategic selection and combination of these functions and types are essential for creating an effective advertising message that resonates with the intended audience and achieves specific marketing objectives within a competitive marketplace.

Based on the above source, attempt the following five questions.

251. According to the passage, what is the key element that differentiates advertising from propaganda?
(A) The use of mass media channels
(B) The presence of an identified sponsor
(C) The persuasive nature of the message
(D) The goal of influencing an audience

252. A company launches an advertisement campaign that focuses on its commitment to environmental sustainability rather than promoting any single product. This is an example of which type of advertising?
(A) Institutional advertising
(B) Product advertising
(C) Direct-response advertising
(D) Retail advertising

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253. Which of the following is NOT listed in the passage as a primary function of advertising?
(A) Informing consumers about new products
(B) Adding value to the brand through perception
(C) Directly setting the market price of a product
(D) Reminding consumers about a brand's existence

254. Based on the definition provided, if a well-known blogger posts a positive review of a product without being paid by the company, why would this NOT be considered advertising?
(A) It is not persuasive enough to be advertising.
(B) It does not use a mass media channel.
(C) The blogger is not an identified sponsor.
(D) It lacks the element of a paid communication.

255. The passage implies that effective advertising requires:
(A) a focus on a single function, such as persuasion.
(B) the exclusive use of national-level media.
(C) a strategic combination of different advertising types and functions.
(D) avoiding direct-response techniques to build a long-term image.

Direction : Please read the following source carefully.

The evolution of advertising is intrinsically linked to the development of mass media, technology, and societal structures. Its trajectory began with rudimentary forms like print advertisements in newspapers and posters, which dominated for centuries. The advent of broadcast media in the 20th century, namely radio and television, revolutionized advertising by enabling audio and visual storytelling, creating a more immersive and emotionally resonant connection with mass audiences. The subsequent digital revolution, marked by the rise of the internet and mobile technology, has fragmented the media landscape and given birth to new forms such as search engine advertising, social media campaigns, and programmatic advertising. This rapid evolution has also brought forth significant ethical considerations and the need for robust standards. Issues such as deceptive advertising, the promotion of harmful products, the use of stereotypes, and concerns over data privacy in

digital advertising have become prominent. In response, advertising industries worldwide have established self-regulatory bodies and codes of conduct to maintain public trust and ensure responsible practice. These standards and ethics are not static; they continue to evolve in response to new technologies and changing social norms, aiming to balance commercial interests with public welfare and professional integrity.

Based on the above source, attempt the following five questions.

256. According to the passage, what was a primary impact of the introduction of radio and television on advertising?
(A) It decreased the overall cost of advertising for businesses.
(B) It enabled a more immersive and emotionally resonant form of communication.
(C) It led to the first-ever establishment of ethical codes in the industry.
(D) It shifted the focus of advertising from national to local audiences.

257. The passage suggests that the need for advertising standards and ethics has grown in response to:
(A) the decline of print media and the rise of broadcast channels.
(B) the increasing cost of producing television commercials.
(C) a decrease in the overall effectiveness of traditional advertising.
(D) the fragmentation of the media landscape and new technological capabilities.

258. Which of the following ethical issues is explicitly mentioned in the passage as a concern in the modern advertising landscape?
(A) Data privacy in digital advertising
(B) The overuse of celebrity endorsements
(C) Unfair competition between agencies
(D) The length of commercial breaks on television

259. The passage describes the evolution of advertising standards as:
(A) a fixed set of rules established in the 20th century.
(B) a process primarily driven by government legislation.
(C) a dynamic process that adapts to technological and social changes.
(D) a static framework that applies universally across all media.

260. What can be inferred about the role of self-regulatory bodies in the advertising industry?
(A) They aim to balance commercial goals with social responsibility.
(B) They are primarily focused on punishing consumers who misuse products.
(C) They have the legal authority to ban products from the market.
(D) They exist mainly to serve the interests of media companies.

Direction : Please read the following source carefully.

The effectiveness of advertising is often analyzed through various theories and models of communication that attempt to explain how consumers process and respond to persuasive messages. These models provide a framework for advertisers to structure their campaigns to guide a potential customer from initial awareness to eventual purchase. Among the most classic and influential is the AIDA model, which posits a sequence of four stages: Attention, Interest, Desire, and Action. The initial goal is to capture the audience's attention, then to sustain their interest in the product's benefits, followed by stimulating a desire for the product, and finally, prompting a specific action, such as a purchase or an inquiry. Another prominent framework is the Hierarchy of Effects model, which offers a more detailed cognitive pathway, typically involving stages like Awareness, Knowledge, Liking, Preference, Conviction, and Purchase. While the specific stages and their order may vary between models, they share a common premise: advertising effects are hierarchical and occur over time. Consumers do not instantly decide to buy; instead, they move through a series of cognitive (thinking), affective (feeling), and conative (doing) stages. Understanding these models helps advertisers craft messages appropriate for the consumer's stage in the decision-making process.

Based on the above source, attempt the following five questions.

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261. What is the fundamental premise shared by communication models like AIDA and the Hierarchy of Effects?
(A) All consumers respond to advertising in a uniform and predictable manner.
(B) The conative (doing) stage is the most important part of any advertisement.
(C) Emotional appeal is more effective than providing factual information.
(D) Advertising effects are sequential and occur in stages over a period of time.

262. In the AIDA model, what is the immediate objective after successfully capturing the audience's attention?
(A) To prompt a purchase immediately
(B) To sustain the audience's interest in the product
(C) To build brand preference over competitors
(D) To create awareness of the brand's existence

263. The passage categorizes the stages of advertising response into three types. Which category would the 'Liking' and 'Preference' stages of the Hierarchy of Effects model fall into?
(A) Cognitive (thinking)
(B) Conative (doing)
(C) Affective (feeling)
(D) Subliminal (unconscious)

264. An advertisement that ends with a clear call-to-action, such as "Visit our website today!" or "Call now to order!", is primarily focused on which stage of the AIDA model?
(A) Attention
(B) Interest
(C) Desire
(D) Action

265. According to the passage, what is the primary utility of understanding models like AIDA for advertisers?
(A) It provides a framework for creating messages tailored to the consumer's decision-making stage.
(B) It guarantees a successful campaign by following a rigid formula.
(C) It helps in calculating the financial return on investment for an ad.
(D) It eliminates the need for creative thinking in the advertising process.

Direction : Please read the following source carefully.

Brand management is a strategic function within marketing communication that focuses on the creation, maintenance, and enhancement of a brand. A brand is more than just a name or a logo; it is a complex set of perceptions, ideas, and feelings that consumers hold about a product, service, or company. The primary goal of brand management is to build brand equity, which refers to the value a brand holds in the marketplace, derived from consumer perception and experiences. Positive brand equity can lead to customer loyalty, price premiums, and a competitive advantage. The process involves several key activities. First is the development of a brand identity, which is how the company aims to be perceived, encompassing its values, personality, and visual cues. Following this, brand positioning is crucial; this involves defining where the brand stands in relation to its competitors in the minds of the target audience. Effective brand management ensures that all marketing communications and consumer touchpoints are consistent with the brand's identity and positioning. Over time, this consistent messaging builds a strong, distinct, and favorable brand image, which is the actual perception of the brand held by consumers.

Based on the above source, attempt the following five questions.

266. What is the primary objective of strategic brand management as described in the passage?
(A) To design the most visually appealing logo for a product.
(B) To build and increase the value a brand holds in the marketplace.
(C) To set the lowest possible price for a new product.
(D) To ensure advertisements are placed in the most popular media.

267. The passage distinguishes between 'brand identity' and 'brand image'. What is the key difference?
(A) Brand identity is visual, while brand image is auditory.
(B) Brand identity is how the company wants to be seen, while brand image is how consumers actually see it.
(C) Brand identity relates to the product, while

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space and time.
(iv) Manufacturing the client's product.
(v) Writing the company's annual financial report.
Which of the above statement(s) is/are correct?
(A) (i) and (ii) only
(B) (iv) and (v) only
(C) (i), (ii), and (iii) only
(D) All are activities of media planning.

223. What does "positioning by competitor" entail in brand management?
(A) Ignoring all competitors.
(B) Pricing your product identically to all competitors.
(C) Acquiring your main competitor.
(D) Defining your brand's position by explicitly contrasting it with a key competitor.

224. Consider the following events in the evolution of advertising.
(i) The rise of large, full-service advertising agencies.
(ii) The dominance of digital advertising and programmatic buying.
(iii) The invention of the printing press and early posters.
(iv) The 'Creative Revolution' and the growth of television advertising.
Which of the following represents the correct chronological sequence?
(A) (iii), (i), (iv), (ii)
(B) (i), (iii), (ii), (iv)
(C) (iii), (iv), (i), (ii)
(D) (ii), (iv), (i), (iii)

225. A well-defined advertising campaign objective should be:
(A) Specific, measurable, achievable, relevant, and time-bound (SMART).
(B) Vague and inspirational.
(C) Focused only on creative excellence.
(D) The same for every product and every market.

226. In the Elaboration Likelihood Model (ELM), a person who is highly motivated and able to think about a message is likely to be persuaded via the:
(A) Peripheral route
(B) Central route
(C) Subliminal route
(D) Inattentive route

227. The primary reason a client may choose to have an 'in-house' agency is for:
(A) Access to a wider variety of creative talent.
(B) An objective, outsider's perspective on the brand.
(C) Greater control, potentially lower costs, and deeper knowledge of the brand.
(D) Compliance with industry regulations that mandate it.

228. The concept of 'brand equity' can be described as:
(A) The legal ownership of the brand name.
(B) The total number of employees working for the brand.
(C) The cost of raw materials used to make the product.
(D) The added value a brand name gives to a product beyond its functional benefits.

229. Given below are two statements.
Statement I: The use of language in advertising is purely functional and has no creative dimension.
Statement II: Wordplay, slogans, and storytelling are key creative uses of language to make advertising persuasive and memorable.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

230. A marketing research technique where a researcher observes consumers in their natural environment (e.g., shopping or using a product at home) is called:
(A) Ethnographic research
(B) An experiment
(C) A survey
(D) A recall test

231. The "Think → Feel → Do" sequence is a simplified representation of which type of model?
(A) The marketing mix model
(B) A hierarchy-of-effects model
(C) The production process model
(D) A media buying model

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across all specialized functions.
(B) each department can work in complete isolation from the others.
(C) the departments are in constant competition for the client's budget.
(D) the account services department has authority over all other departments.

275. A copywriter and an art director would most likely be found in which agency department?
(A) Media
(B) Research
(C) Creative
(D) Account Services

Direction : Please read the following source carefully.

The client-agency relationship is a pivotal partnership in the advertising process, and its health can significantly determine the success or failure of marketing communication efforts. A successful relationship is built on a foundation of mutual trust, clear and open communication, and a shared understanding of goals and objectives. For the partnership to thrive, clients must provide clear briefings and be willing to trust the agency's strategic and creative expertise, while agencies must demonstrate a deep understanding of the client's business, market, and objectives. Conflict and dissolution of these relationships often arise from specific points of friction. Common causes include creative differences, where the client and agency disagree on the advertising approach; dissatisfaction with agency performance or results; disagreements over compensation and fees; and personality clashes or poor communication between key personnel. The nature of the compensation system, whether it be a traditional commission-based model or a newer fee-based or performance-incentive structure, can also heavily influence the dynamics of the relationship. Ultimately, a strong, stable client-agency relationship is a strategic asset, fostering better creative work, greater efficiency, and a more profound long-term impact on the brand's success.

Based on the above source, attempt the following five questions.

276. Which of the following is described in the passage as a cornerstone of a successful client-agency relationship?
(A) Mutual trust and open communication
(B) A strict, non-negotiable contract
(C) A long history of working together
(D) The agency having a larger office than the client

277. According to the passage, a common reason for the breakdown of a client-agency relationship is:
(A) the agency becoming too successful with other clients.
(B) a change in the government's advertising regulations.
(C) the client's decision to enter a new geographical market.
(D) disagreement over the creative direction of a campaign.

278. The passage suggests that the client's responsibility in a healthy partnership includes:
(A) dictating the exact creative execution of every advertisement.
(B) providing clear briefings and trusting the agency's expertise.
(C) conducting all market research independently without agency input.
(D) frequently changing agencies to get fresh ideas.

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279. What can be inferred about the compensation system's role in the client-agency relationship?
(A) It is a minor detail that rarely causes issues.
(B) The traditional commission-based model is the only effective system.
(C) It can significantly influence the dynamics and motivations within the partnership.
(D) Performance-incentive structures are proven to be ineffective.

280. The passage views a strong client-agency relationship as a:
(A) temporary necessity for launching a new product.
(B) legally binding obligation that cannot be broken.
(C) financial liability for the client's company.
(D) strategic asset that contributes to long-term brand success.

Direction : Please read the following source carefully.

Media planning is a critical component of

32. (B) Conflicts are non-existent in strong client-agency partnerships.
Even in the strongest client-agency relationships, conflicts can arise due to differences in creative vision, budget constraints, or strategic direction. A healthy partnership is defined not by the absence of conflict, but by how those disagreements are managed through clear communication and mutual trust. Formal contracts help govern these relationships, but ongoing collaboration and a shared commitment to the brand's success are essential for long-term effectiveness and overcoming natural professional tensions.

33. (A) Both A and R are true and R is the correct explanation of A.
Language in advertising is a specialized form of communication designed to achieve maximum impact with minimal words. Unlike standard literary language, it often uses sentence fragments, puns, and creative wordplay to grab attention and ensure the message is easily remembered. The focus is on persuasion and clarity rather than complex grammar. This strategic use of language allows advertisers to convey brand personality and core benefits quickly in a cluttered media environment.

34. (A) An integrated advertising campaign
An integrated advertising campaign ensures that a consistent message and theme are delivered across all chosen media platforms. By synchronizing television, radio, print, and digital efforts, the brand creates a unified and powerful presence in the consumer's mind. This approach prevents confusion and reinforces the campaign's core idea, making it more effective than using disjointed messages on different channels. Integration is essential for building a cohesive and recognizable brand identity.

35. (C) Brand extension
Brand extension is a strategic growth method where a company uses its established brand name to enter a new product category. This leverages existing brand equity and consumer trust to reduce the risks and costs associated with launching a completely new brand. For example, a successful footwear brand might extend its name into apparel. The success of this strategy depends on how well the brand's core values translate to the new product.

36. (D) To enforce legal regulations on products
Advertising performs several vital roles, such as creating awareness, persuading consumers, and reinforcing purchase decisions. However, enforcing legal regulations is a function of government bodies and regulatory agencies, not advertising itself. While advertisers must comply with laws, the primary purpose of their communication is to achieve marketing goals. Advertising serves as a tool for communication and persuasion within the marketplace, rather than an instrument for the legal enforcement of industry standards.

37. (C) Competitive Parity Method
The competitive parity method involves setting an advertising budget based on what competitors are spending. Companies using this approach aim to maintain their "share of voice" and avoid losing ground to rivals. While this method can help prevent price wars and maintain market stability, it assumes that competitors have the same goals and resources. It is often used by companies in highly competitive industries where staying visible relative to peers is crucial.

38. (A) (i), (ii), and (iv) only
Creativity is essential for helping advertisements stand out in a busy media landscape and for building emotional bonds with consumers. However, if not carefully managed, excessive creativity can sometimes overshadow the actual product message. It is a misconception that a large budget can replace the need for creative impact. Instead, creativity and strategic message delivery must work together to ensure that the audience not only notices the ad but also remembers the brand.

39. (D) Advertising and marketing research
Research is the foundation of effective advertising, providing data on who the target audience is and how they consume media. By gathering insights into consumer behavior and testing message effectiveness, advertisers can make informed decisions that reduce risk and improve results. This process involves both qualitative and quantitative methods and is used throughout the life of a campaign, from early strategy development to final evaluation, ensuring that marketing efforts are evidence-based.

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message's persuasive power and nuance. Effective cross-cultural advertising, therefore, requires a process often called 'transcreation', which involves adapting the core creative idea to fit the linguistic, cultural, and social context of the target market. This ensures the message remains relevant, emotionally resonant, and effective, rather than becoming a nonsensical or awkward foreign artifact.

Based on the above source, attempt the following five questions.

286. According to the passage, what is the primary role of creativity in advertising?
(A) To reduce the cost of media buying.
(B) To entertain the audience without a commercial goal.
(C) To ensure the advertisement adheres to all ethical standards.
(D) To solve a communication problem in a novel and engaging way.

287. The passage highlights that a major risk of literal translation in advertising is:
(A) an increase in copyright infringement cases.
(B) a violation of local broadcasting laws and regulations.
(C) a potential loss of the message's original meaning and persuasive power.
(D) the high cost associated with hiring multilingual translators.

288. The process of adapting a core creative idea to fit a specific local culture and language, going beyond literal translation, is best described as:
(A) copywriting.
(B) transcreation.
(C) creative licensing.
(D) media planning.

289. A global brand wants to launch a successful campaign in a new country. According to the passage, the most effective approach for its advertising message would be to:
(A) use the exact same advertisement that was successful in its home country.
(B) create an entirely new campaign with no connection to the global theme.
(C) use a direct, word-for-word translation of its original slogan.
(D) adapt the central creative concept to align with local cultural nuances.

290. The passage implies that the language used in copywriting is most effective when it:
(A) resonates with the specific tone and style of the target audience.
(B) uses the most complex and intellectual vocabulary possible.
(C) is generic enough to be understood by any person in the world.
(D) is kept separate from the visual elements of the advertisement.

Direction : Please read the following source carefully.

An advertising campaign is a coordinated and integrated series of advertising and promotional efforts, executed in various media over a specific period, all built around a single, central theme or idea. This is distinct from a single, standalone advertisement. The development of a campaign is a systematic process that begins with a situation analysis, which involves researching the product, the market, the competition, and the target consumer. Based on this analysis, specific, measurable, achievable, relevant, and time-bound (SMART) advertising objectives are established. These objectives could range from creating brand awareness to stimulating trial or changing consumer attitudes. Following this, the campaign strategy is developed, outlining the core message (the 'big idea') and the media strategy. The next stage is execution, where the individual advertisements are created and placed in the selected media. The final, and crucial, stage is evaluation, where the campaign's effectiveness is measured against the pre-determined objectives. An advertising campaign does not exist in a vacuum; it is a key component of the organization's broader marketing strategy and must be integrated with other elements of the marketing mix, such as pricing, distribution, and product development, to achieve overall business goals.

Based on the above source, attempt the following five questions.

291. What is the defining characteristic of an advertising campaign as described in the passage?
(A) It is executed in only one type of media,

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such as television.
(B) It is always focused exclusively on lowering the price of a product.
(C) It consists of a series of efforts centered around a single theme.
(D) It must run for a period of at least five years to be effective.

292. According to the systematic process described, what is the immediate step that follows the situation analysis in campaign development?
(A) The establishment of specific advertising objectives.
(B) The execution and placement of advertisements.
(C) The evaluation of the campaign's effectiveness.
(D) The development of the 'big idea' or core message.

293. The passage emphasizes that an advertising campaign must be integrated with the broader marketing mix. This implies that the campaign should:
(A) function independently from other company activities.
(B) be the sole responsibility of the advertising agency, with no input from the company.
(C) focus only on creative elements, not business goals.
(D) be consistent and supportive of the company's pricing and distribution strategies.

294. The final stage of a campaign, evaluation, involves:
(A) creating the 'big idea' for the next campaign.
(B) measuring the campaign's performance against its stated objectives.
(C) selecting the media channels for ad placement.
(D) conducting the initial market research.

295. A company sets an objective for its new campaign: "To increase unprompted brand awareness among 18-24 year olds from 15% to 30% within six months." This objective aligns with the SMART criteria mentioned in the passage because it is:
(A) general, creative, and ambitious.
(B) focused on sales, profit, and market share.
(C) specific, measurable, and time-bound.
(D) based on competitive activity and pricing.

Direction : Please read the following source carefully.

Advertising and marketing research is an indispensable tool that provides the data and insights necessary for informed decision-making throughout the entire advertising process. Its role is not confined to a single stage but is integral from conception to evaluation. Formative research is conducted at the beginning to inform strategy development; this includes consumer analysis, market segmentation, and product research to understand the target audience and the competitive landscape. Once a strategic direction and creative concepts are developed, pre-testing, also known as copy testing, is employed. This involves testing alternative versions of an advertisement with a sample of the target audience before the campaign is launched and media time is purchased. The goal of pre-testing is to gauge factors like attention, comprehension, likeability, and persuasive impact, allowing for modifications to improve effectiveness and avoid costly failures. After the campaign has been launched, post-testing or tracking studies are conducted. This evaluation research measures the actual performance of the campaign in the market, assessing metrics such as brand awareness, message recall, attitude change, and impact on sales. By systematically applying research at these key stages, advertisers can reduce uncertainty, optimize their messaging, and hold their campaigns accountable to measurable outcomes.

Based on the above source, attempt the following five questions.

296. What is the primary purpose of conducting 'formative research' in the advertising process?
(A) To measure the final sales impact of a completed campaign.
(B) To test the final version of a TV commercial just before it airs.
(C) To compare the company's campaign with a competitor's campaign.
(D) To inform the initial strategy by understanding the market and consumer.

297. The practice of testing different versions of an advertisement with consumers before a campaign launch is known as:
(A) pre-testing or copy testing.
(B) post-testing.
(C) formative research.
(D) market segmentation.

298. A company has been running a major television campaign for three months and now wants to find out if target consumers remember the main slogan. This activity would be classified as:
(A) formative research.
(B) post-testing.
(C) pre-testing.
(D) concept development.

299. How does pre-testing contribute to the advertising process?
(A) It guarantees the campaign will be a financial success.
(B) It helps improve ads and avoid costly failures before media purchase.
(C) It determines the final budget for the advertising campaign.
(D) It provides a detailed analysis of competitor spending.

300. According to the passage, the overall function of applying research throughout the advertising process is to:
(A) reduce uncertainty and hold campaigns accountable to measurable results.
(B) eliminate the need for creative professionals in advertising.
(C) increase the total cost of running a campaign.
(D) focus solely on consumer opinions while ignoring market data.

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advertising management, concerned with the process of selecting the most effective combination of media channels to deliver an advertising message to a designated target audience. The primary goal is to maximize impact and efficiency by reaching the right people, at the right time, with the right message, and within the constraints of the budget. Key concepts in media planning include 'reach', which is the number or percentage of different people in the target audience exposed to an ad at least once during a specific period, and 'frequency', the average number of times an individual is exposed to the message. The combination of selected channels is known as the media mix. Advertising budgeting is inextricably linked to this process. Several methods are used to determine the budget, such as the 'percentage of sales' method, where the budget is a fixed percentage of past or anticipated sales revenue. Another is the 'objective-and-task' method, which is more strategic, involving defining specific advertising objectives, identifying the tasks needed to achieve them, and estimating the costs of performing these tasks. The selection of a budgeting method profoundly impacts the scope and scale of the media plan and the entire campaign.

Based on the above source, attempt the following five questions.

281. In the context of media planning, what does the term 'reach' signify?
(A) The number of different people exposed to an advertisement.
(B) The total number of advertisements placed in all media.
(C) The average number of times a person sees an advertisement.
(D) The geographic area covered by a single media channel.

282. A company decides to set its advertising budget by first defining its goal as 'achieving 25% brand awareness among a specific demographic' and then calculating the cost of the media placements needed to achieve this. Which budgeting method is being used?
(A) Percentage of sales method
(B) Objective-and-task method
(C) Competitive parity method
(D) Arbitrary allocation method

283. What is the primary goal of the media planning process as described in the passage?
(A) To create the most artistic and creative advertisement possible.
(B) To maximize the impact and efficiency of message delivery to a target audience.
(C) To spend the entire advertising budget as quickly as possible.
(D) To negotiate the lowest possible rates with all media outlets.

284. The combination of television commercials, social media ads, and magazine placements used for a single campaign is referred to as the:
(A) media mix.
(B) media reach.
(C) media frequency.
(D) media budget.

285. The passage suggests that a potential weakness of the 'percentage of sales' budgeting method is that it:
(A) is too complex and difficult to calculate.
(B) requires extensive market research to implement.
(C) views advertising as a consequence of sales rather than a driver of sales.
(D) always results in a budget that is too small to be effective.

Direction : Please read the following source carefully.

Creativity is the lifeblood of effective advertising, serving as the essential tool to break through the clutter of a media-saturated environment and capture audience attention. In advertising, creativity is not merely artistic expression; it is purposeful and strategic, aimed at solving a communication problem in a novel and engaging way. The core of this creative process often lies in the language used. Copywriting, the craft of writing advertising text, is pivotal in shaping the brand's voice and persuading consumers. The choice of words, tone, and style must resonate with the target audience and clearly communicate the message. However, the challenge intensifies in a globalized market, necessitating translation and cultural adaptation. Simple, literal translation of an advertising slogan or concept is often fraught with peril, as it can lead to misinterpretation, offense, or a complete loss of the original

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The AIDA model is a fundamental communication framework used to describe the cognitive and affective stages a consumer passes through during the purchasing process. It suggests a linear progression starting with gaining attention, fostering interest, creating a desire for the product, and finally prompting action. This hierarchical approach helps advertisers structure their messages to effectively move potential customers from initial awareness toward a final, decisive purchase.

9. (C) Pre-testing advertisements for effectiveness before launching a specific campaign.
Copy testing is a specialized form of marketing research used to evaluate the potential impact of an advertisement before it is publicly released. By testing the creative content with a sample of the target audience, advertisers can measure attention, recall, and persuasion levels. This process allows for necessary adjustments to be made to the copy or visuals, reducing the risk of a campaign failing in the marketplace.

10. (A) Brand personality
Brand personality refers to the attribution of human traits and characteristics to a specific brand name. This concept helps consumers relate to products on an emotional level, as if the brand were a person with distinct qualities like sincerity, excitement, or sophistication. By establishing a consistent personality, companies can differentiate their offerings from competitors and build stronger, more personal connections with their target audience through their communication.

11. (D) Operational performance and trust
The success of a client-agency relationship depends heavily on the agency's ability to deliver high-quality work within agreed timelines. Consistently missing deadlines undermines the client's marketing schedule and erodes the fundamental trust required for a partnership. When operational performance fails to meet professional standards, the relationship often deteriorates beyond repair. This breakdown signifies a failure in the agency's management of the project workflow and the client's expectations.

12. (B) Slogan - A short and striking or memorable phrase used in advertising.
A slogan is a core linguistic tool in advertising designed to encapsulate a brand's essence in a brief, memorable phrase. Effective slogans are easy to repeat and help reinforce brand identity over time. In contrast, jargon is specialized language that may confuse general audiences, while puns involve wordplay rather than literal statements. The strategic use of a slogan ensures that the brand remains prominent in the consumer's memory.

13. (C) The complete abandonment of traditional media.
The evolution of advertising has seen the rise of new platforms, but traditional media like print, television, and radio have not been completely abandoned. Instead, the industry has moved toward an integrated approach where digital and traditional channels coexist. While digital spending has increased significantly, traditional media remains relevant for reaching specific demographics and achieving broad reach. Modern advertising involves a synergy between historical methods and emerging technological advancements.

14. (B) (i), (ii), and (iii) only
Full-service advertising agencies are structured to handle every aspect of a campaign for their clients. This typically involves creative services for ad production, media departments for planning and buying space, and account services to manage client relationships. Such agencies do not focus exclusively on digital media; rather, they integrate various traditional and modern platforms to meet marketing goals. Their comprehensive structure allows for a unified and strategic approach to communication.

15. (A) Brand logo and symbol
Visual symbols like logos are essential components of brand identity that facilitate immediate recognition without the need for text. Iconic examples like the Nike swoosh or the McDonald's arches serve as visual shorthand for the brand's values and history. These elements are carefully designed to be memorable and distinctive, helping to build brand equity and ensuring the brand stands out in a crowded and competitive global marketplace.

16. (B) Information

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Advertising serves several distinct functions depending on the needs of the business and the consumer. In the case of a product recall, the primary objective is to provide vital information regarding safety and the necessary steps for consumers to follow. Unlike persuasive advertising, which aims to influence preference, informative advertising focuses on delivering factual content that is crucial for the public's awareness and well-being in a direct manner.

17. (D) Statement I is false, but Statement II is true.
An advertising campaign is not a collection of random ads; it is a strategically planned series of messages that share a single theme. This unified approach ensures that the brand's core message is reinforced across different media platforms, such as television and social media, over a set period. Integration is key to creating a strong and cohesive brand image, making the overall communication more effective than individual, unrelated advertisements would be.

18. (B) P-4, Q-1, R-3, S-2
Companies use various methods to determine their advertising budgets based on their financial health and market goals. The percentage of sales method ties spending to revenue, while competitive parity aligns the budget with rivals. The objective and task method is more strategic, calculating costs based on specific goals. Finally, the affordable method sets limits based on available funds. Each approach offers different advantages for managing marketing expenditures effectively.

19. (C) Literal, word-for-word translation is always the most effective approach.
Translating advertising copy requires more than just converting words from one language to another. Literal translations often fail because they ignore cultural nuances, idioms, and the intended emotional impact. Effective international advertising frequently employs transcreation, which involves adapting the message creatively to ensure it resonates with the local audience while maintaining the original brand intent. This approach prevents linguistic errors and ensures the message remains persuasive in different markets.

20. (A) (iii), (i), (iv), (ii)
The history of advertising began with simple oral and visual methods, such as town criers and symbolic signs. As the industry formalized, specialized advertising agencies emerged to manage communication. This was followed by a period dominated by mass media, including print and broadcast television. Finally, the current era is defined by the rise of digital and social media marketing, reflecting a move toward highly targeted and interactive advertising.

21. (C) Audience perception and reception research
To determine if a specific message is credible to a target demographic, advertisers must conduct research that focuses on consumer perceptions. This type of qualitative and quantitative research gathers direct feedback on how the audience interprets and believes the claims made in an advertisement. Unlike sales data, which measures behavior after the fact, perception research provides insights into the psychological impact of the creative execution during or before the campaign launch.

22. (B) The commercial value derived from consumer brand perception instead of the product.
Brand equity represents the intangible value that a brand name adds to a product or service. This value is built over time through consistent quality, positive associations, and consumer trust. High brand equity allows companies to charge premium prices and maintain customer loyalty, as consumers perceive the branded product as superior to generic alternatives. It is a critical asset that is measured by consumer awareness, perceived quality, and brand associations.

23. (A) Both A and R are true and R is the correct explanation of A.
The DAGMAR model emphasizes that advertising should be evaluated based on its success in achieving specific communication tasks. Instead of focusing solely on sales, it measures how effectively a message moves a consumer through stages of awareness, comprehension, conviction, and action. By setting measurable communication goals, advertisers can better understand the psychological impact of their campaigns and how they contribute to the long-term process of influencing consumer behavior.

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24. (A) The number of different people or households exposed to an advertisement at least once during a given period.
Reach is a fundamental metric in media planning that identifies the size of the audience exposed to a specific advertisement. It measures unique viewers rather than the total number of times the ad was shown. High reach is typically desired for launching new products or building general awareness. When combined with frequency, reach helps planners determine the overall weight and potential impact of an advertising schedule within a target market.

25. (C) Promoting a regulated product by advertising a non-regulated item under the same name.
Surrogate advertising is a strategy used to bypass legal restrictions on advertising certain products, such as alcohol or tobacco. In this practice, a company promotes a non-regulated product, like bottled water or music, that shares the same brand name as the restricted item. This maintains brand visibility and keeps the name in the consumer's mind without directly violating the law against advertising the restricted product itself.

26. (B) (i), (iii), and (v) only
Core brand management focuses on the strategic positioning, measurement of equity, and creation of brand identity and image. While logistics and procurement are essential business functions, they fall under supply chain management rather than the strategic management of the brand itself. Effective brand management ensures that the brand's reputation and value are built and maintained through consistent communication and positive consumer perceptions across all marketing touchpoints.

27. (D) Public Relations
Advertising is distinct from public relations primarily through its paid and controlled nature. While advertising involves buying media space to present a specific message, public relations focuses on earned media and building relationships through unpaid channels like news coverage. PR messages are often perceived as more credible because they are third-party endorsements, whereas advertising is a direct, non-personal presentation of ideas or products by a clearly identified and paying sponsor.

28. (B) Creative Services
The creative services department is the heart of an advertising agency's production process. It is responsible for generating the "big idea" and developing the actual content of the advertisements, including copywriting and art direction. This team translates the client's marketing objectives into engaging and persuasive visuals and text. Their work is what consumers ultimately see or hear, making their role vital for the emotional and communicative success of the campaign.

29. (C) The persuasive and emotional function
Advertising often goes beyond just providing facts to create an emotional connection with the audience. By using catchy songs, humor, or likable characters, advertisers aim to evoke positive feelings that consumers then associate with the brand. This persuasive function is designed to influence consumer attitudes and preferences, making them more likely to choose the brand in the future. Emotional appeals are powerful tools for building long-term brand affinity and loyalty.

30. (A) P-4, Q-1, R-3, S-2
Advertising theories provide frameworks for understanding how communication influences consumers. The Hierarchy of Effects describes the journey from awareness to purchase. The Elaboration Likelihood Model explores different routes to persuasion based on audience engagement. Uses and Gratifications views the audience as active participants seeking to satisfy needs. Finally, the DAGMAR model focuses on setting and measuring specific communication tasks. Together, these models guide the strategic development and evaluation of campaigns.

31. (A) Brand image and association.
Luxury brands often use aspirational imagery to create a specific perception of their products. By showing their watches on successful and sophisticated people, the brand attempts to build positive associations in the minds of consumers. This strategy is focused on brand image, which is the collective set of beliefs and feelings that people have about a brand. Such associations help position the product as a symbol of status and achievement.

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ANSWERS

1. (B) Any paid form of non-personal presentation of ideas, goods, or services by a sponsor.
Advertising is a specific component of the marketing mix categorized under promotion. It is characterized by being a paid communication where the sponsor is clearly identified. Unlike personal selling, it is non-personal, reaching large audiences through various media channels like television, print, or digital platforms. This approach allows businesses to present ideas, goods, or services to potential consumers in a controlled and consistent manner globally.

2. (A) Offering external, objective expertise in creating and placing advertising.
An advertising agency serves as an independent service provider that brings specialized knowledge to a client's marketing efforts. Their primary function involves providing an objective, external perspective on how to communicate with target audiences. Agencies possess expertise in creative development, media planning, and strategic research that may not exist within the client's internal team, ensuring that advertising campaigns are effectively designed and executed.

3. (A) P-3, Q-1, R-4, S-2
Brand management involves various strategic concepts designed to increase market value. Equity represents the financial value added by a recognizable name, while identity covers visual elements like logos. Positioning refers to the specific mental space a brand occupies relative to competitors. Extension involves leveraging an existing brand name to enter new categories. These elements work together to create a cohesive and recognizable image in the marketplace.

4. (D) Creative advertising intended to build curiosity.
Teaser campaigns use abstract or visually intriguing elements to generate interest without immediately disclosing the product or brand identity. This creative strategy relies on the psychological principle of curiosity to engage the audience. By withholding information, the advertiser encourages consumers to seek out further details, creating a memorable impact and building anticipation for the official product launch or the reveal of the full advertisement.

5. (C) Using subliminal messages to influence consumers is considered an ethical practice.
Ethics in advertising demand transparency, truthfulness, and social responsibility. Subliminal messaging is widely condemned and considered unethical because it attempts to manipulate consumer behavior below the level of conscious awareness. Professional standards and regulatory bodies emphasize that advertisements should be clearly recognizable as such. Practices that target vulnerable populations or make deceptive claims are also viewed as violations of established ethical and professional advertising principles.

6. (B) Setting advertising objectives
Developing a successful advertising campaign begins with a clear definition of what the communication is intended to achieve. These objectives provide the framework for all subsequent decisions, including budget allocation, creative development, and media selection. Without established goals, it is impossible to measure effectiveness or ensure that the campaign aligns with the broader marketing strategy. Objectives typically focus on awareness, persuasion, or reinforcing consumer behavior.

7. (C) Statement I is true, but Statement II is false.
Media planning is a strategic process focused on delivering the advertising message to the right audience at the optimal time. While maximizing creative impact is important, it must be balanced with cost-effectiveness and budget constraints. The primary goal is to achieve the highest possible reach and frequency within the allocated funds. Therefore, cost is a fundamental consideration that determines the feasibility and efficiency of various media channels.

8. (A) Both A and R are true and R is the correct explanation of A.

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40. (D) Statement I is false, but Statement II is true.
Brand management is a comprehensive and long-term strategic process that goes far beyond simple logo design. It involves managing every aspect of how a brand is perceived, from product quality to customer service and advertising. The goal is to build and protect the brand's reputation and value over time. Effective brand management ensures that the brand remains relevant and competitive, creating lasting equity that contributes to the company's overall financial success.

41. (C) Schramm's Model
Wilbur Schramm's communication model emphasizes that for a message to be successfully transmitted and understood, the sender and receiver must share a "field of experience." This field includes their background, culture, and knowledge. If there is no overlap, the message may be misinterpreted or ignored. In advertising, this concept highlights the importance of understanding the target audience's cultural and social context to ensure that the creative message resonates effectively with them.

42. (B) (ii), (iv), (i), (iii)
The media planning process follows a logical sequence to ensure efficiency. It begins with establishing clear objectives, such as desired reach and frequency. Next, broad media strategies are developed to meet these goals. Following this, specific media vehicles, such as particular television shows or magazines, are selected. Finally, the plan is implemented and later evaluated to determine its success. this structured approach ensures that the advertising budget is spent effectively to reach the audience.

43. (D) Comparative advertising
Comparative advertising is a strategy where a brand explicitly names or identifies a competitor to highlight its own advantages. This approach is often used to demonstrate superiority in quality, price, or specific features. While effective for challenging market leaders, it must be handled carefully to avoid legal issues and negative consumer perceptions. When done truthfully, it provides consumers with direct comparisons that can help them make more informed purchasing decisions in a competitive market.

44. (B) Product manufacturing unit
Advertising agencies come in various forms to serve different client needs. Full-service agencies provide a complete range of services, while creative boutiques focus solely on ad production, and media buying services specialize in purchasing ad space. A product manufacturing unit, however, is part of the production side of a business and is not an advertising agency. Agencies are service providers that focus on communication and marketing strategy rather than the industrial manufacturing of goods.

NODIA

45. (A) Both A and R are true and R is the correct explanation of A.
Maintaining high ethical standards is vital for the long-term health of any brand. Deceptive or misleading advertisements can quickly destroy consumer trust and lead to significant legal and financial consequences. Ethical practices ensure that advertising remains a credible source of information, fostering positive relationships with the public. By prioritizing honesty and social responsibility, companies can build a sustainable brand reputation that withstands market competition and avoids the pitfalls of regulatory scrutiny.

46. (D) In-house brand management
In-house brand management occurs when a company or organization manages its own branding and marketing activities internally rather than outsourcing them to an external agency. This approach allows for greater control over the brand's identity and a deeper understanding of its core values. It is often seen in large organizations or cooperatives that have the resources and expertise to handle strategic communication, ensuring that all marketing efforts are perfectly aligned with the parent organization's goals.

47. (A) Adapting a message across languages while keeping intent, style, and tone.
Transcreation is a specialized form of translation used in global advertising to ensure that a brand's message maintains its emotional impact across different cultures. Unlike literal translation, transcreation adapts the content creatively to fit local nuances, idioms, and social contexts. This ensures that the advertisement feels natural and persuasive in the target language, avoiding linguistic errors or cultural insensitivity that

delivery on its promises. Therefore, ignoring the consumer experience would be a fundamental failure of any modern and effective brand management strategy.

93. (D) Remember the joke but not the brand or product being advertised.
While humor can be a powerful way to grab attention and build positive feelings, it also carries the risk of "vampire creativity," where the joke is so engaging that it overshadows the brand message. In such cases, people may remember and retell the joke but completely forget which product was being advertised. To be effective, the humor must be strategically linked to the brand's core benefit, ensuring that the audience connects the positive emotional response directly to the product.

94. (A) Long-running campaign
A long-running campaign maintains a consistent theme and message over many years, building powerful brand recognition and deep associations. Iconic examples like De Beers' "A Diamond is Forever" succeed by becoming part of the cultural landscape. These campaigns provide a stable and familiar brand identity that can withstand short-term market changes. While individual ads may change, the core "big idea" remains constant, creating a sense of longevity and trust that is difficult for new or inconsistent brands to match.

95. (D) Statement I is false, but Statement II is true.
It is a common misconception that advertising and marketing are the same. In reality, marketing is a broad business discipline that involves product development, pricing, distribution, and promotion. Advertising is a specific tool used within the "promotion" part of the marketing mix. It is one of several ways a company can communicate with its target audience. Therefore, while advertising is a critical component of marketing, it is just one piece of the much larger strategic marketing process.

96. (B) Treats advertising as a cost to be minimized rather than an investment.
The affordable method sets the advertising budget based on what management feels the company can spare after other expenses are covered. This approach is fundamentally flawed because it ignores the role of advertising in generating sales and growth. By treating advertising as an optional cost rather than a strategic investment, companies using this method may underspend during critical periods or fail to capitalize on market opportunities. It lacks a logical connection to the specific marketing objectives of the business.

97. (C) The advertiser or client.
An in-house agency is a specialized department within a company that performs the functions of an external advertising agency. Because it is owned and operated by the client, it has a deep understanding of the brand and its products. This structure can offer benefits such as faster turnaround times, lower costs, and greater control over the creative process. While some companies use them exclusively, others combine in-house teams with external agencies to get both deep brand knowledge and fresh, objective perspectives.

98. (D) A small group of people are brought together to discuss a topic under the guidance of a moderator.
Focus groups are a popular qualitative research method used to gain deep insights into consumer attitudes and perceptions. A trained moderator leads a discussion with a small, diverse group of people about a product or advertisement. This allows researchers to observe non-verbal reactions and explore the "why" behind consumer opinions in a way that quantitative surveys cannot. The insights gained from focus groups help advertisers refine their messages and better understand the emotional drivers of their target audience.

99. (A) Brand genericization
Brand genericization occurs when a brand name becomes so popular that it is used as a common term for the entire product category. While this indicates extreme brand awareness, it can also lead to the loss of legal trademark protection. Examples like "Xerox" for photocopying or "Kleenex" for tissues show how a brand can become a victim of its own success. To prevent this, companies must actively protect their trademarks and encourage consumers to use the brand name as an adjective, not a noun.

100. (B) Corporate or institutional advertising.

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brand management requires a company-wide commitment to maintaining quality and values, as a failure in any area can negatively impact the overall brand.

56. (D) Day-after recall (DAR) test
The day-after recall (DAR) test is a common method for measuring the immediate impact of a television or radio advertisement. By asking consumers what they remember about an ad shortly after it was broadcast, researchers can assess its effectiveness in grabbing attention and communicating its message. This type of post-testing provides valuable data on the "memorability" of the creative execution, helping advertisers understand how well their message is sticking with the target audience.

57. (A) Achieve the marketing and communication objectives set for it.
While creative awards and celebrity endorsements can be beneficial, the true measure of an advertising campaign's success is its performance against its original goals. These objectives might include increasing brand awareness, changing consumer attitudes, or driving sales. A campaign that wins awards but fails to meet its business targets is ultimately unsuccessful. Strategic alignment between the creative work and the desired marketing outcomes is essential for ensuring that the advertising budget is used effectively and efficiently.

58. (B) Manufacturing the client's products
Advertising agencies provide specialized communication services, including campaign development, media placement, and marketing research. However, they are not involved in the industrial production or manufacturing of the client's actual goods. The agency's role is to promote the product, while the client remains responsible for its design, quality, and manufacturing. This clear division of labor allows each party to focus on their respective areas of expertise to achieve overall marketing and business success in the marketplace.

59. (A) Both A and R are true and R is the correct explanation of A.
The choice of language is a fundamental creative decision because it directly shapes how a brand is perceived. Through specific word choices, tone, and style, language conveys the brand's personality and builds an emotional connection with the audience. Whether it is a catchy slogan or persuasive copy, the linguistic elements of an ad are designed to be memorable and impactful. Strategic use of language is essential for cutting through media clutter and successfully persuading the target audience.

60. (D) Social or public service advertising
Social or public service advertising (PSA) focuses on promoting ideas and behaviors that benefit society as a whole rather than selling a commercial product. These campaigns address important issues like health, safety, and environmental conservation. Often produced in collaboration with non-profit organizations or government bodies, PSAs aim to educate the public and encourage positive social change. This type of advertising demonstrates how communication tools can be used for the greater good beyond traditional market-driven objectives.

61. (B) (i), (ii), and (iv) only
Ethical advertising must be truthful and respectful of all communities. Making false claims, using deceptive bait-and-switch tactics, or creating offensive content are clear violations of professional and social standards. Such practices damage consumer trust and can lead to legal action. Providing clear pricing, on the other hand, is an ethical and transparent practice. Advertisers have a responsibility to communicate honestly and avoid any messaging that could be considered harmful, misleading, or discriminatory toward any group.

62. (B) Branding
Branding is the strategic process of creating a unique name, symbol, and identity for a product to differentiate it from competitors. It goes beyond simple identification to build an emotional connection and a set of expectations in the consumer's mind. Through consistent branding, a company can establish a recognizable presence in the market, build loyalty, and command a premium price. Effective branding ensures that the product is perceived as distinct and valuable by its target audience.

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provides a unified direction for every part of the campaign, from television spots to social media posts. A strong "big idea" resonates with the target audience on an emotional level and effectively communicates the brand's core promise in a way that is both simple and impactful.

108. (B) Corporate marketing objectives and strategy.
Advertising does not exist in a vacuum; it is a tool used to help a company achieve its broader business goals. Therefore, every campaign must be closely aligned with the overall marketing strategy. This ensures that the message, media choices, and creative execution all work together to support the brand's positioning and long-term objectives. Without this strategic guidance, advertising can be disjointed and ineffective, wasting the company's resources and potentially confusing the target audience about the brand's identity.

109. (D) Statement I is false, but Statement II is true.
Marketing research is a vital tool that should be used throughout the entire life of an advertising campaign. Before the campaign starts, research helps define the target audience and test creative concepts. During the campaign, it can be used to track performance and make adjustments. After the campaign ends, research is essential for evaluating overall effectiveness and learning lessons for the future. Continuous research ensures that advertising decisions are based on data and insights rather than just guesswork.

110. (C) Uses and Gratifications Theory
The Uses and Gratifications Theory is a consumer-centric model that suggests people are not passive receivers of media but active participants. It proposes that individuals choose specific media and content to satisfy certain needs or "gratifications," such as information, entertainment, or social connection. For advertisers, this theory highlights the importance of creating content that provides value to the audience. By understanding what rewards consumers are seeking, advertisers can design more engaging and effective messages that the audience will actively choose to consume.

111. (A) (iv), (ii), (iii), (i)
The creative process in an agency follows a structured workflow to ensure that ads are strategically sound and well-executed. It typically begins with the account planner providing a creative brief based on consumer research. Next, the creative director approves a "big idea" that fits the brief. Then, the copywriter develops the text and scripts, while the art director creates the visual concepts. This collaborative process ensures that both the message and the visuals work together to achieve the campaign's goals.

112. (D) Asks the receiver of the ad to take an immediate action, such as calling a number or visiting a website.
Direct-response advertising is designed to provoke an immediate and measurable reaction from the consumer. Unlike brand advertising, which focuses on long-term image building, direct-response ads include a clear "call to action," such as a phone number, website link, or QR code. This allows advertisers to track the effectiveness of each ad precisely and calculate the return on investment. It is a highly accountable form of advertising often used for sales, lead generation, and fundraising.

113. (A) Distinguish advertising from editorial content and ensure transparency.
Transparency is a core ethical principle in advertising. Consumers have a right to know when a message they are receiving is a paid advertisement rather than independent news or editorial content. Clearly identifying the sponsor ensures that the public can evaluate the information knowing its commercial source. This practice helps maintain trust in both the advertising industry and the media platforms that carry the ads, preventing deceptive practices like "stealth marketing" that can mislead and alienate the audience.

114. (B) Specializes in providing only creative services (copywriting and art direction).
A creative boutique is a specialized type of advertising agency that focuses exclusively on the creative development of campaigns. They typically do not handle media planning, buying, or extensive marketing research. Clients often hire boutiques to get high-level creative thinking or a unique artistic perspective that a larger, full-service agency might not provide. This model allows the agency to remain small and highly focused on its core strength—the creation of

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athleticism. Slogans are used consistently across all advertising to reinforce brand recognition and build an emotional connection with the audience. A powerful tagline can transcend the product itself to become a significant cultural touchstone for the brand.

71. (A) P-4, Q-2, R-1, S-3
Advertising agencies are organized into departments with specialized roles. Account services manage the client relationship and project flow. Creative services are responsible for the actual development of ad concepts and visuals. Media services plan and buy the advertising space to reach the audience efficiently. The research department provides the data and insights needed to guide strategy and measure effectiveness. This collaborative structure ensures that all aspects of a campaign are handled by experts to achieve the best possible results.

72. (D) Emotional (fear) appeal
Fear appeals are a type of emotional creative strategy designed to motivate action by highlighting potential negative consequences. Insurance companies often use this approach to emphasize the risks of being unprotected. While powerful, fear appeals must be used carefully; if the message is too distressing, the audience may ignore it. For an ad to be effective, it should present a credible threat along with a clear and manageable solution that the consumer can take to avoid the feared outcome.

73. (A) Darwin's Model of Evolution
Various communication models help advertisers understand how messages are processed by consumers. The AIDA and Hierarchy of Effects models describe the stages leading to a purchase, while the Elaboration Likelihood Model explores how people are persuaded. Darwin's Model of Evolution, however, is a biological theory and is not a communication model used in advertising. Advertisers rely on psychological and sociological frameworks to design effective messages that resonate with their target audience and achieve specific marketing objectives.

74. (A) Both A and R are true and R is the correct explanation of A.
Media planning is as important as the creative development of an advertisement. Even the most brilliant and creative message will fail if it is not seen by the right people at the right time. The media plan ensures that the advertising budget is used to place the ad in the specific channels where the target audience is most likely to encounter it. Successful advertising requires a perfect synergy between a compelling creative message and a strategic, data-driven media plan.

75. (A) The phrase might have a negative or nonsensical connotation in the target language.
Global advertising requires careful linguistic and cultural adaptation. A phrase that is positive and catchy in one language might translate into something offensive, embarrassing, or completely meaningless in another. This is why literal translation is often avoided in favor of transcreation. By adapting the core message to local idioms and cultural sensibilities, advertisers can ensure that their brand is perceived correctly across different markets, avoiding costly mistakes and preserving the brand's intended reputation and emotional appeal.

76. (B) Brands can be associated with human-like traits and characteristics.
Brand personality is a strategic concept that involves giving a brand a set of human qualities, such as being "rugged," "sophisticated," or "reliable." This helps consumers connect with the brand on a personal level, as they often choose products that reflect their own personality or who they aspire to be. A consistent brand personality makes the brand more relatable and memorable, helping it stand out in a crowded market and fostering long-term emotional loyalty among its customers.

77. (B) (i), (ii), and (iii) only
An integrated campaign is defined by its consistency and coordination. It requires a unified theme, a consistent message, and a synchronized visual identity across multiple media channels over a specific timeframe. Using only one channel or having unrelated messages would defeat the purpose of integration. The goal is to ensure that wherever a consumer encounters the brand, the message is the same, creating a powerful and reinforced image that is far more effective than disjointed, independent advertising efforts would be.

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78. (A) Simplicity and ease of implementation.
The percentage of sales method is popular because it is straightforward to calculate and ensures that advertising spending remains in line with revenue. By setting the budget as a fixed percentage of current or forecasted sales, companies can manage their finances predictably. However, this method is often criticized for being backward-looking, as it treats advertising as a result of sales rather than a cause. Despite this, its simplicity makes it a common choice for many businesses, especially those with stable market conditions.

79. (C) Deciding the most effective way to spend the advertising budget to reach the target audience.
The media planner is responsible for the strategic placement of advertisements. Their role involves analyzing audience data to determine which media channels—such as television, digital, or print—will most effectively reach the target group. They must balance reach and frequency within the available budget to ensure the message has the maximum possible impact. The media planner's work is essential for ensuring that the creative work produced by the agency is seen by the right people at the right time.

80. (A) Both Statement I and Statement II are true.
Advertising law distinguishes between subjective "puffery" and objective, verifiable claims. Puffery involves exaggerated statements like "the best in the world" that a reasonable consumer would not take literally, and it is generally legal. However, deceptive advertising involves making false claims about factual product features, which is illegal and subject to regulatory action. Maintaining this distinction is important for ensuring that advertising remains a useful and trustworthy source of information for consumers while still allowing for creative and enthusiastic promotion.

81. (A) Gain access to specialized skills and objective perspectives.
Hiring an advertising agency provides a company with access to a team of experts in creative development, media planning, and marketing research. These professionals bring a wide range of specialized skills that may not be available internally. Additionally, an agency offers an objective, outsider's perspective on the brand, which can help identify new opportunities and avoid internal biases. This partnership allows the client to benefit from professional expertise to create more effective and strategically sound advertising campaigns.

82. (B) The consumer's consistent and repeated purchase of a specific brand over others.
Brand loyalty is the result of a strong, positive relationship between a consumer and a brand. It occurs when a customer consistently chooses a particular brand over its competitors, often regardless of price changes or promotional efforts by others. This loyalty is built over time through consistent quality, positive experiences, and emotional connection. Loyal customers are a vital asset for any business, as they provide a stable source of revenue and are often less expensive to retain than new customers.

83. (C) Formative or strategic research
Formative research is conducted at the beginning of the campaign development process. Its purpose is to gather the insights needed to make strategic decisions about the target audience, the key message, and the most effective media channels. By understanding consumer needs and competitive dynamics from the start, advertisers can create a more relevant and impactful campaign. This type of research reduces the risk of failure by ensuring that the advertising is built on a solid foundation of data and audience understanding.

84. (D) A brand positioning statement
A positioning statement defines the unique space a brand wants to occupy in the minds of its target audience. BMW's "The ultimate driving machine" clearly communicates the brand's focus on performance, quality, and driving experience. This statement guides all marketing and advertising efforts, ensuring that the brand's core identity is consistently reinforced. It distinguishes the product from its competitors by highlighting a specific and valuable benefit that resonates with the intended group of consumers.

85. (C) By manufacturing process (Handmade, Machine-made)
Advertising can be classified in many ways, such as by geography, target audience, or the medium used. These classifications help marketers tailor

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their strategies to specific needs. However, the manufacturing process of the product itself is not a standard way to classify advertising. While the process might be mentioned in an ad to highlight quality, it does not define the type of advertising. Classification systems are designed to categorize the communication strategy and delivery rather than the industrial production method.

86. (A) Both A and R are true and R is the correct explanation of A.
A successful client-agency relationship is built on collaboration and mutual respect. The client provides deep knowledge of the product and its market, while the agency brings expertise in communication and creative strategy. When these two parties work together as true partners, sharing information and goals, they are far more likely to produce effective and impactful advertising. Mutual trust and clear communication are the foundations of this partnership, ensuring that both sides are aligned and working toward common success.

87. (D) Translating marketing objectives into creative strategies and executions (copy and visuals).
The creative team is responsible for the "how" of an advertising message. They take the strategic goals provided by the client and the account planner and turn them into engaging and persuasive advertisements. This process involves writing the copy and designing the visuals for various platforms. Their goal is to create a message that not only gets attention but also effectively communicates the brand's message and influences the audience's perceptions or behavior, making their role central to the campaign's success.

88. (B) (ii), (i), (iv), (iii)
The Hierarchy of Effects model outlines a logical progression of consumer response to advertising. It begins with creating awareness and providing knowledge about the product. Next, the goal is to develop a positive attitude through liking and preference. This is followed by building a strong conviction or intention to buy. Finally, the process culminates in the actual purchase. Understanding these stages helps advertisers design messages that are appropriate for where their audience is in the overall decision-making process.

89. (A) Spot
In the world of television advertising, a "spot" is a short, standard commercial that typically lasts between 10 and 60 seconds. These spots are the most common form of TV advertising and are placed during breaks in programming. Advertisers buy these time slots to reach specific audiences at particular times of the day. The brevity of a spot requires a concise and high-impact message to successfully grab the viewer's attention and communicate the brand's core benefit or call to action.

90. (B) Consumers and society at large.
Advertising standards and ethics are primarily designed to protect consumers and the broader society from harmful or misleading information. These principles emphasize the need for truthfulness, decency, and social responsibility in all commercial communications. By adhering to these standards, advertisers help maintain public trust in the industry. Ethical considerations ensure that advertising contributes positively to the marketplace by providing honest information and respecting the values and sensibilities of the diverse communities it reaches across different platforms.

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91. (C) P-3, Q-1, R-4, S-2
Understanding key advertising concepts is essential for strategic planning. The USP differentiates a product by highlighting its unique benefits. GRP measures the overall impact of a media schedule by combining reach and frequency. CPM provides a way to compare the cost-effectiveness of different media vehicles by calculating the cost of reaching one thousand people. Finally, B2B advertising targets other businesses rather than individual consumers. These metrics and strategies help advertisers optimize their campaigns for maximum impact and efficiency.

92. (A) (i), (ii), and (iv) only
Brand management is a strategic process focused on building brand equity and a positive brand image through decisions on identity elements like names and logos. Crucially, brand management is deeply concerned with the consumer's experience, as every interaction with the product shapes the brand's reputation. A strong brand is built on a foundation of quality and consistent

could damage the brand's reputation and lead to a failure in international markets.

48. (B) Post-testing and evaluation
Measuring the results of an advertising campaign after it has run is essential for determining its effectiveness. By comparing sales data or consumer awareness levels from before and after the campaign, marketers can gauge the return on their investment. This post-testing process provides valuable insights into what worked and what didn't, helping to guide future advertising strategies. It is a critical step in the overall campaign process, ensuring accountability and continuous improvement in marketing efforts.

49. (A) (i), (ii), and (iv) only
A successful advertising campaign must be built on a deep understanding of its target audience. Identifying this group through demographics, psychographics, and behavior is a critical first step that influences both the creative message and media selection. It is not effective to try to appeal to everyone equally, as different groups have unique needs and preferences. Furthermore, niche audiences can be highly profitable, as they often exhibit greater loyalty and a higher response rate.

50. (B) P-4, Q-3, R-2, S-1
Advertising serves different purposes based on the product's life cycle and the company's goals. Informative ads introduce new products, while persuasive ads build brand preference during competitive stages. Reminder advertising maintains brand presence for established products. Institutional advertising focuses on the organization's overall reputation rather than specific products. By matching the advertising type to the correct objective, companies can communicate more effectively and achieve their specific marketing and strategic goals.

51. (C) A unique benefit or feature of a product that competitors cannot or do not offer.
The Unique Selling Proposition (USP) is a core concept that identifies what makes a product different and better than its rivals. A strong USP provides a compelling reason for consumers to choose one brand over another by highlighting a specific, exclusive benefit. This differentiation is the foundation of effective advertising, as it gives the message a clear focus and helps the brand occupy a distinct and valuable space in the consumer's mind.

52. (A) The average number of times an individual is exposed to an advertising message during a specific period.
Frequency is a key metric in media planning that measures the repetition of an advertising message. It is important because most consumers need to see an advertisement multiple times before it becomes memorable or prompts action. While reach focuses on how many different people see the ad, frequency focuses on the intensity of the exposure within that audience. Balancing reach and frequency is essential for maximizing the overall impact and efficiency of the campaign.

53. (D) Creative performance
A primary expectation of an advertising agency is to provide fresh and effective creative ideas. When a client perceives a lack of innovation or quality in the agency's work, it represents a failure in creative performance. This is a common source of tension in client-agency relationships, as the agency's creative output is what the public ultimately sees. Such a breakdown can lead to dissatisfaction and eventually the termination of the contract if the agency fails to adapt.

54. (B) Word-of-mouth and symbols like inn signs
Long before modern mass media, advertising relied on simple and direct methods. In the pre-printing era, town criers shouted news and promotions in public spaces, while merchants used visual symbols, such as inn signs or carved emblems, to identify their shops to a largely illiterate population. These early forms of advertising were localized and relied heavily on personal communication and visual shorthand, laying the groundwork for the more complex and structured industry we see today.

55. (D) Statement I is false, but Statement II is true.
While the marketing department often leads brand management, it is not their responsibility alone. A brand's reputation is shaped by every interaction a consumer has with the company. Therefore, departments like research and development, sales, and customer service must work together to ensure that the brand's promise is consistently delivered. Effective

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Institutional advertising is focused on building the reputation and goodwill of the entire organization rather than promoting specific products. This type of advertising often highlights the company's values, social responsibility, or technical expertise. The goal is to create a positive overall image that benefits all of the company's individual brands and strengthens its relationship with various stakeholders, including investors, employees, and the general public. It is a long-term strategy for building corporate brand equity and trust.

101. (C) Serving as the primary liaison between the client and the agency.
The account executive is the bridge between the client's marketing team and the agency's internal departments. Their role is to understand the client's needs and ensure that the agency's work meets those requirements. They manage the day-to-day communication, coordinate project timelines, and handle the overall administration of the account. A successful account executive ensures that the client is happy and that the agency's creative and media teams have the information they need to succeed.

102. (A) Both A and R are true and R is the correct explanation of A.
The Elaboration Likelihood Model (ELM) is a key framework for understanding how persuasion works. It suggests that consumers process messages differently based on their level of involvement. The central route is used when people are motivated to think deeply about a product's features and arguments. The peripheral route is used when consumers are less engaged and are influenced by superficial cues like celebrity endorsers or catchy visuals. This model helps advertisers tailor their creative strategy to the audience's level of engagement.

103. (D) Allowed for the mass production of printed materials like handbills and posters.
The invention of the printing press was a transformative event in the history of communication. Before this, advertising was limited to oral announcements and unique, hand-crafted signs. The press enabled the mass production of identical printed materials, such as handbills, posters, and eventually newspaper ads. This allowed businesses to reach much larger and more diverse audiences at a lower cost, paving the way for the development of modern mass media and the structured advertising industry we know today.

104. (A) Percentage of Sales method
The percentage of sales method is often criticized because it reverses the logical relationship between advertising and sales. It treats advertising as a consequence of revenue rather than a driver of it. This means that when sales are down, the advertising budget is automatically reduced, which may be exactly when more advertising is needed to stimulate growth. While simple to use, this method lacks strategic foresight and does not account for the competitive needs or growth objectives of the brand.

105. (B) The set of beliefs and perceptions that consumers hold about a specific brand.
Brand image is the "mental picture" that people have of a brand. It is not just the logo, but the collective sum of all the associations, emotions, and experiences linked to the brand name. While a company can try to shape this image through advertising and branding, the final image exists in the minds of consumers. A positive brand image is essential for building trust, creating differentiation, and ensuring long-term success in a competitive market environment.

106. (C) (i), (ii), and (iii), and (iv) only
Like any partnership, the client-agency relationship can experience friction from various sources. Disagreements over creative direction, issues with billing, unrealistic client expectations, and poor communication are all common challenges. Perfect alignment on everything is rare; instead, successful partnerships are built on how well these differences are managed. Clear communication, mutual respect, and a shared commitment to the brand's success are essential for overcoming professional tensions and maintaining a productive and long-lasting working relationship between the two parties.

107. (D) A central, compelling concept that unifies all elements of an advertising campaign.
The "big idea" is the creative heart of a successful advertising campaign. It is a powerful and unique concept that cuts through the media clutter and makes a brand memorable. This central theme

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63. (C) To bring a consumer perspective to the advertising development process through research.
The account planner plays a vital role in ensuring that advertising campaigns are grounded in consumer insights. By conducting research and analyzing audience behavior, they represent the "voice of the consumer" within the agency. This perspective helps the creative team develop messages that are relevant and resonant. The account planner's work ensures that the campaign is not just creative, but also strategically aligned with the needs, desires, and perceptions of the people it is trying to reach.

64. (D) Reinforcement
Reinforcement advertising is designed to reassure current customers that they have made the right choice in purchasing a product. This function is particularly important for high-cost items like cars, where consumers might experience post-purchase doubt. By highlighting the product's benefits and the brand's positive reputation, these ads build long-term loyalty and encourage repeat purchases. Reinforcement helps maintain a strong relationship with the existing customer base, ensuring that they remain satisfied and connected to the brand.

65. (A) Ties spending directly to the specific communication goals that need to be achieved.
The objective and task method is considered the most strategic and logical approach to budgeting. It involves identifying specific marketing goals, determining the tasks required to achieve them, and then calculating the total cost. This method treats advertising as an investment in achieving results rather than just an expense. By focusing on what needs to be accomplished, it ensures that the budget is appropriately scaled to the campaign's ambitions and provides a clear basis for measurement.

66. (A) (iii), (i), (iv), (ii)
Advertising media have evolved alongside technological advancements. Newspapers were the first mass medium to emerge, providing a platform for printed ads. The development of radio in the early 20th century introduced audio advertising, followed by the rise of television, which combined sound and moving images. Finally, the internet emerged in the late 20th century, revolutionizing the industry with interactive and highly targeted digital marketing. This historical sequence reflects the constant search for more effective ways to reach audiences.

67. (C) An experiment
An experiment in advertising research involves testing specific variables to determine their impact on consumer behavior. By showing two different versions of an advertisement to similar groups, researchers can measure which one performs better in terms of recall, attitude, or purchase intent. This scientific approach allows advertisers to make data-driven decisions and optimize their creative strategies. Experiments are a powerful tool for identifying the most effective elements of an ad before a full campaign is launched.

68. (D) Ingredient branding or co-branding
Ingredient branding occurs when a component or ingredient of a product is branded and promoted as a sign of quality. For example, the "Intel Inside" logo on various computer brands reassures consumers of the high quality of the processor within. This is a form of co-branding, where two brands collaborate to enhance the value of a final product. Such partnerships leverage the equity of both brands to build consumer trust and create a competitive advantage in the marketplace.

69. (A) Measuring campaign effectiveness and evaluation.
The final stage of an advertising campaign is critical for determining its success and guiding future efforts. By evaluating performance against the original objectives, marketers can understand the campaign's impact on brand awareness, consumer perception, and sales. This evaluation phase involves analyzing various data points and research results. It ensures accountability for the advertising spend and provides valuable lessons that can be applied to improve subsequent campaigns, making the entire process more efficient and effective over time.

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70. (B) slogan or tagline
A slogan or tagline is a short, memorable phrase that encapsulates a brand's essence and core promise. Nike's "Just Do It" is a perfect example, as it has become synonymous with the brand's identity and values of motivation and

original and impactful advertising concepts, visuals, and copy.

115. (B) P-3, Q-1, R-4, S-2
Advertising objectives change as a product moves through its life cycle. In the introduction stage, the focus is on building awareness and encouraging trial. During the growth stage, the goal shifts to building brand preference and market share. In the maturity stage, advertising is used to reinforce the brand choice and maintain its position. Finally, in the decline stage, spending is often reduced as the company targets only a loyal niche of remaining customers.

116. (C) Operating the machinery on the product assembly line.
A brand manager is responsible for the strategic and marketing aspects of a specific brand. Their role involves analyzing market data, developing marketing plans, and monitoring brand performance and profitability. They work to ensure that the brand remains competitive and relevant to its target audience. While they oversee the product's overall success, they are not involved in the physical manufacturing or industrial operations of the company. Their focus is on the brand's reputation, value, and position in the marketplace.

117. (D) Rational and expert-driven appeal
A rational appeal focuses on the practical and functional benefits of a product, using facts, data, and logical arguments to persuade the consumer. When an ad uses an expert, such as a scientist or a doctor, to explain a product's features, it is leveraging that person's credibility to build trust and convince the audience of the product's effectiveness. This approach is often used for high-involvement products like healthcare items or technical goods, where consumers seek reassurance and factual information before making a purchase.

118. (A) Linguistic and cultural translation
The failure of the "Nova" car in Spanish-speaking markets is a classic example of why literal translation is risky in global advertising. Because "no va" means "it doesn't go" in Spanish, the brand name was unintentionally humorous and negative. This highlights the vital importance of conducting thorough linguistic and cultural research before launching a brand in a new market. Effective global marketing requires "transcreation"—adapting names and messages to ensure they have the desired meaning and impact in every culture.

119. (B) Buying media time and space in bulk and reselling it to advertisers.
Media buying services are specialized organizations that focus solely on the purchasing of advertising space and time. By buying in large volumes, they can often negotiate better rates than individual advertisers or full-service agencies. They then resell this space to clients, often providing a more cost-effective solution for media-heavy campaigns. This specialization allows them to have deep expertise in media markets and negotiation, ensuring that their clients get the best possible value and reach for their advertising investment.

120. (A) Both A and R are true and R is the correct explanation of A.
A well-defined target audience is the foundation of any successful advertising campaign. Without knowing exactly who the message is intended for, it is impossible to create a compelling creative concept or choose the most effective media channels. Understanding the audience's demographics, interests, and media habits allows advertisers to tailor their communication to resonate with them. A targeted approach ensures that the advertising budget is used efficiently and that the message reaches the people most likely to be interested in the brand.

121. (C) Brand equity
Brand equity is the commercial value that a brand name adds to a product. It is a reflection of how consumers perceive and value the brand compared to generic alternatives. High brand equity allows a company to charge premium prices, build stronger customer loyalty, and expand more easily into new markets. It is an intangible asset that is built over time through consistent quality, positive associations, and effective marketing communication. Measuring brand equity helps companies understand the financial strength and market influence of their brands.

122. (A) (i) and (iii) only

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aligned with the client's marketing goals and focused on a single, impactful "big idea."

137. (B) (i) and (iv) are incorrect.
Brand management is far from a one-time activity; it is an ongoing, long-term strategic process. Additionally, while advertising is a powerful tool for shaping brand image, that image is also heavily influenced by the consumer's actual experience with the product or service. A brand's reputation is built over time through every touchpoint it has with the public. Therefore, effective brand management requires continuous monitoring and adaptation to ensure that the brand's identity remains strong and that its promises are consistently fulfilled.

138. (C) Advertising Standards Council of India (ASCI)
The Advertising Standards Council of India (ASCI) is the self-regulatory body for the advertising industry in India. Its primary role is to ensure that advertisements are truthful, decent, and fair to competitors. ASCI provides a mechanism for consumers and industry members to complain about misleading or unethical ads. By promoting high standards and self-regulation, ASCI helps maintain public trust in advertising and prevents the need for more rigid government intervention, ensuring that the industry remains responsible and socially conscious in its communications.

139. (A) P-3, Q-1, R-4, S-2
Creating an advertisement involves several specialized creative elements. A storyboard is a visual plan for video ads, showing the sequence of scenes. Copy is the written or spoken text that conveys the message. Layout refers to the overall arrangement of visuals and text in a print ad. A jingle is a memorable musical tune created for the brand. These elements must work together seamlessly to create an engaging and effective advertisement that grabs attention and successfully communicates the intended brand message and emotional tone.

140. (D) Effectiveness and continuity of the advertising campaign.
A strong and collaborative relationship between a client and their advertising agency is essential for campaign success. When a dispute arises that cannot be resolved, it creates friction that can delay projects, stifle creative innovation, and disrupt the strategic direction of the advertising. In the worst-case scenario, it leads to the termination of the relationship. This loss of continuity can be costly and damaging to the brand's market presence, as it takes time and resources to find and integrate a new agency partner.

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141. (A) More interactive, measurable, and targeted communication.
The digital revolution has fundamentally changed the advertising landscape. Unlike traditional mass media, which provides one-way communication to a broad audience, digital and social media allow for two-way interactions between brands and consumers. Furthermore, digital platforms provide sophisticated tools for targeting specific demographics and behaviors, and for measuring the results of every ad precisely. This shift has made advertising more data-driven, accountable, and personal, allowing for more efficient use of budgets and more relevant messaging for the modern, connected consumer.

142. (B) Market segmentation and targeting
Market segmentation involves dividing a broad market into smaller groups of consumers who share similar needs or characteristics. A sporting goods company that creates different campaigns for serious athletes and weekend players is recognizing that these two groups have different motivations and respond to different messages. By targeting each segment with a tailored approach, the company can make its advertising more relevant and effective. This strategy allows businesses to focus their resources on the specific groups most likely to buy their products.

143. (D) Statement I is false, but Statement II is true.
There is no single "correct" structure for an advertising agency. While most agencies share core functions like account management, creative, and media, their specific organization varies based on their size and specialization. For example, a digital-first agency will have a very different structure than a traditional boutique. Modern agencies are flexible and adapt their teams to meet the unique needs of their clients and the changing media environment. This adaptability is essential for remaining competitive and delivering effective, strategically

target language and culture. Transcreation ensures that the message remains persuasive and resonates with local values and idioms, which a literal, word-for-word translation often fails to do. Adapting the message correctly is essential for maintaining brand consistency globally.

130. (B) Compare two versions of an ad (A and B) to see which one performs better.
A/B testing is a data-driven research method used in digital advertising to optimize performance. Two different versions of an advertisement (A and B) are shown to similar segments of an audience to see which one achieves more clicks, conversions, or other desired outcomes. By testing variables like headlines, images, or calls to action, advertisers can identify what resonates best with their audience and make informed decisions to improve the overall effectiveness of their campaigns and maximize the return on investment.

131. (C) It provides access to a wider range of talent, expertise, and an objective viewpoint.
One of the greatest advantages of hiring a full-service agency is the breadth and depth of expertise they bring. Agencies employ specialists in strategy, creative, media, and research who work across multiple brands and industries. This broad experience provides them with a unique and objective perspective that is difficult to achieve in-house. Furthermore, an agency can scale its resources up or down depending on the client's needs, offering a level of flexibility and specialized talent that is often more efficient than maintaining a large internal team.

132. (D) Brand identity
Brand identity is the "soul" of a brand. it consists of the core values, personality, and promises that a company makes to its consumers. Developing a strong brand identity involves making strategic decisions about the brand's name, logo, visual style, and the emotional connection it wants to create. A well-defined identity ensures that all of the brand's communications and products are consistent and recognizable, helping to build a long-term relationship based on trust and a clear understanding of what the brand stands for.

133. (A) Both A and R are true and R is the correct explanation of A.
Advertising is a vital tool within the much broader discipline of marketing. Marketing involves the entire process of identifying consumer needs and satisfying them through the "Four Ps": Product, Price, Place, and Promotion. Advertising falls under the "Promotion" category, serving as one of several ways a company communicates its value to its target audience. Therefore, while advertising is a high-profile and essential activity, it is strategically subordinated to the overall marketing plan and goals of the organization.

134. (A) Finalizing product distribution channels
Advertising performs many important functions, such as creating awareness, generating leads, and building a positive brand image. These are all related to communication and persuasion. However, finalizing distribution channels—the "Place" element of the marketing mix—is a logistical and sales function, not a primary function of advertising itself. While advertising can create demand that encourages retailers to carry a product, the actual management of the supply chain and distribution networks is a separate part of the overall marketing and business operations.

135. (A) (ii), (iv), (i), (iii)
A successful advertising campaign plan follows a logical and strategic sequence. It begins with a situation analysis and research to understand the market, competitors, and consumers. Based on these insights, clear and measurable objectives are set. Then, a creative strategy is developed to craft the message, followed by the media plan, which decides the best way to reach the target audience. This structured approach ensures that every part of the campaign is built on a solid foundation of data and strategic goals.

136. (B) Guide the creative team in developing the advertisement.
The creative brief is a foundational document that acts as a blueprint for an advertising campaign. It provides the creative team with essential information, including the target audience, the key message to be communicated, the brand's personality, and the specific objectives of the campaign. By clearly defining the problem to be solved and the desired consumer response, the brief ensures that the creative work is strategically

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Consequently, marketing managers must use a combination of strategic budgeting methods and research to make informed decisions and allocate their resources as effectively as possible in an uncertain marketplace.

151. (A) A rational appeal
A rational appeal is a creative strategy that speaks to the consumer's logical mind. It uses factual information, statistics, and detailed product features to persuade the audience. This approach is particularly effective for high-involvement products where consumers are likely to compare options carefully before buying. By providing clear evidence and logical reasons to choose a brand, rational appeals build trust and credibility. They are often used in business-to-business (B2B) advertising and for technical or high-priced consumer goods like financial services or high-end electronics.

152. (B) To provide consumers with information to make informed choices.
In a market economy, advertising plays a vital role by providing transparency and information. It informs consumers about the availability, features, and prices of various products and services. This allows people to compare different options and make choices that best meet their needs and budget. By fostering competition and encouraging innovation, advertising contributes to a dynamic and efficient marketplace. It acts as a bridge between producers and consumers, ensuring that information flows freely and that people can exercise their freedom of choice effectively.

153. (C) A balance between a consistent global brand message and local cultural adaptation.
Global advertising is a complex task that requires balancing the need for a unified brand identity with the necessity of respecting local cultural differences. While a consistent "big idea" helps build a strong global brand, the creative execution often needs to be adapted—through transcreation—to resonate with local values, idioms, and sensibilities. Successful global campaigns "think global and act local," ensuring that the brand is recognizable worldwide while still appearing relevant and respectful to the specific cultural context of each individual market.

154. (D) In-depth interviews with a small number of consumers.
Qualitative research focuses on understanding the "why" and "how" of consumer behavior rather than just the "what." In-depth interviews are a classic qualitative technique where a researcher has a detailed, one-on-one conversation with a consumer. This allows for an open-ended exploration of feelings, attitudes, and motivations that cannot be captured by numbers alone. The deep insights gained from such interviews help advertisers understand the emotional drivers behind consumer choices, providing a rich foundation for developing more resonant and effective creative strategies and messaging.

155. (B) (i), (ii), and (iii) only
The client plays a crucial and active role in the client-agency partnership. Their primary responsibilities include providing a clear creative brief, setting strategic objectives, and managing the overall advertising budget. Additionally, the client has the final say in approving the agency's creative work. While they provide the "what" and the "why" of the campaign, they typically leave the "how"—the actual writing and designing of the ads—to the specialized expertise of the agency's creative team, ensuring a productive division of labor and professional collaboration.

156. (C) The unique space a brand occupies in the mind of the consumer relative to competitors.
Brand positioning is a strategic concept that defines how a company wants its brand to be perceived by its target audience. It involves identifying a unique and valuable set of associations that distinguish the brand from its rivals. A strong position might be based on price, quality, safety, or a specific emotional benefit. Effective positioning ensures that when a consumer thinks of a particular need or product category, your brand is the first one that comes to mind for a specific, compelling reason.

157. (C) Statement I is true, but Statement II is false.
While technology has significantly changed how advertisements are placed and measured, it has not replaced the fundamental human roles in an agency. Strategy development, creative thinking, and the management of complex client relationships still require human expertise, intuition, and collaboration. Modern

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sound communication solutions in a dynamic market.

144. (C) Two or more well-known brands are combined in a joint marketing effort.
Co-branding is a strategic partnership where two or more brands collaborate to create a unique product or promotional campaign. This approach allows brands to leverage each other's reputation, reach, and equity. For example, a high-end designer might collaborate with a popular athletic brand. Co-branding can help a company enter a new market, increase its perceived value, and generate excitement among consumers. However, for a partnership to be successful, the brands involved must have complementary values and a shared target audience.

145. (D) Increase the chances of an ad's success by identifying and correcting any weaknesses before it is launched.
Pre-testing is a form of "risk management" in advertising. By showing an advertisement to a sample of the target audience before it is officially released, researchers can identify if the message is clear, if the creative is engaging, and if there are any negative reactions. This feedback allows the agency to make necessary adjustments to improve the ad's performance. Pre-testing helps ensure that the advertising budget is not wasted on an ineffective campaign and that the final ad is as impactful as possible.

146. (A) Product-demonstration and comparative advertising
This type of advertisement combines two powerful creative techniques. Product demonstration shows exactly how a product works and the benefits it provides, such as removing stains. When the ad also explicitly compares its performance to a competitor's, it is using comparative advertising. This approach is highly effective for building selective demand by providing clear, factual evidence of why one brand is superior to another. It helps consumers make informed choices by highlighting a product's unique selling points in a direct and memorable way.

147. (B) Post-purchase reinforcement
Cognitive dissonance is the feeling of doubt or anxiety that sometimes follows a major purchase. Advertising can help reduce this by reminding the consumer of the product's benefits and the brand's positive qualities. This post-purchase reinforcement reassures the buyer that they made a wise decision. By building confidence and satisfaction, reinforcement advertising helps prevent "buyer's remorse" and fosters long-term brand loyalty. It is an essential function for maintaining a positive relationship with customers and encouraging them to become repeat purchasers and brand advocates.

148. (B) The brand positioning is too narrow and does not "stretch" to the new category in the consumer's mind.
The success of a brand extension depends on the "fit" between the original brand and the new product category. If a brand is very strongly associated with a specific attribute, such as "rugged outdoor wear," consumers may find it difficult to accept that same brand in a very different category, like "formal office attire." This is known as a failure to stretch the brand. If the brand positioning is too narrow, the extension can confuse consumers and even damage the original brand's core reputation.

149. (D) The quality of the final creative work produced by the agency.
The creative director is the visionary leader of the creative department. Their role is to inspire and guide the copywriters and art directors to produce original, impactful, and strategically sound work. They set the creative standards for the agency and ensure that every advertisement meets those high standards. The creative director is ultimately responsible for the "big idea" and the final aesthetic and communicative quality of the campaigns, making them a key figure in the agency's reputation and its success in helping clients achieve their goals.

150. (A) Both A and R are true and R is the correct explanation of A.
Determining how much to spend on advertising is notoriously difficult because the link between spending and sales is not always direct or immediate. Many other factors—such as the economy, competitor actions, and product quality—also influence sales results. This makes it challenging to measure the precise return on investment (ROI) for any single campaign.

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consumer-focused advertising. The combination of a powerful new visual medium and a new emphasis on the "big idea" led to some of the most memorable and effective campaigns in history, fundamentally shaping the modern advertising industry and its creative standards.

165. (A) Both A and R are true and R is the correct explanation of A.
A brand is never "finished"; it must be constantly managed and nurtured. Because the marketplace is always changing—with new competitors, emerging technologies, and shifting consumer preferences—a brand that remains static will eventually become irrelevant. Ongoing brand management involves continuous monitoring of brand health and making strategic adjustments to positioning and communication. This dynamic approach ensures that the brand remains resonant and valuable to its audience, protecting its equity and maintaining its competitive advantage in an ever-evolving business environment.

166. (C) Boutique agency
A boutique agency is a small, specialized advertising firm that typically focuses on high-level creative work. Unlike large, full-service agencies, boutiques may not offer media buying or extensive marketing research. Clients often choose them for their unique creative perspectives, senior-level attention, and agility. Boutiques often specialize in a particular industry or type of communication, providing a focused expertise that can be highly effective. This model allows for a more personal and often more innovative approach to developing "big ideas" and distinct creative executions.

167. (D) Product features and functional benefits
When an advertisement focuses on technical specifications like processor speed, battery life, or camera resolution, it is highlighting the functional benefits of the product. This approach appeals to the consumer's logical and practical needs. It is particularly common for technology products where performance and features are key decision factors. By showing how these features provide specific advantages to the user, the advertiser aims to convince the audience that their product is the most effective and reliable choice based on objective, measurable performance criteria.

168. (A) A junior marketing executive dislikes the color of the agency's logo.
Changing an advertising agency is a significant decision that should be based on strategic and professional reasons. Valid reasons include a consistent failure to meet marketing objectives, a breakdown in trust, or a genuine need for a fresh perspective. However, personal or trivial reasons, such as a dislike of the agency's own branding, are not appropriate grounds for ending a professional partnership. A successful relationship requires stability and mutual focus on the brand's success, which should transcend individual personal tastes.

169. (B) Focuses on low-cost, unconventional, and imaginative tactics to create a big impact.
Guerilla marketing is a creative strategy that relies on surprise and unconventional methods to grab attention. Instead of spending large budgets on traditional media like TV or billboards, it uses high-impact, low-cost tactics in public spaces, such as flash mobs, creative street art, or viral stunts. The goal is to generate "buzz" and word-of-mouth through imaginative execution. This approach is particularly effective for small brands or those with limited budgets who need to cut through the clutter in a memorable way.

170. (C) (i), (ii), (iii), and (iv) only
Effective brand management is a comprehensive and strategic process. It involves creating a distinct identity, developing a positioning strategy, managing all brand communications, and continuously monitoring brand equity. A brand manager must also be keenly aware of competitor actions to ensure that their brand remains competitive and relevant. Ignoring competitors would be a major strategic error. Every part of the process works together to build and protect the brand's reputation and value in the minds of consumers and stakeholders over the long term.

171. (C) The use of language.
Puns and wordplay are creative linguistic techniques used to make an advertising message more engaging and memorable. By using words with multiple meanings or creating clever associations, an advertiser can grab the audience's attention and create a more enjoyable experience. This strategic use of language is a key part of

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agencies have adapted by integrating specialized digital and social media departments into their traditional structures. Automation handles repetitive tasks like programmatic media buying, but the "big idea" and the strategic vision behind a campaign remain the result of human creativity and professional judgment.

158. (A) Designing Advertising Goals for Measured Advertising Results.
DAGMAR is a classic advertising model that emphasizes the importance of setting clear, measurable goals for communication. It proposes that the effectiveness of advertising should be measured by its ability to move consumers through a series of stages: Awareness, Comprehension, Conviction, and Action. By defining specific objectives before a campaign starts, advertisers can more accurately evaluate its success. This model encourages a strategic and accountable approach to advertising, focusing on how communication influences consumer psychology rather than just looking at final sales figures.

159. (B) Comparative advertising
The "Pepsi Challenge" is a famous example of comparative advertising, where a brand directly compares itself to its main competitor. By using a blind taste test, Pepsi aimed to provide factual proof that consumers preferred its product over Coca-Cola. This approach is designed to challenge the market leader and build selective demand by highlighting a specific advantage. When done successfully, comparative advertising can be a powerful tool for changing consumer perceptions and gaining market share in a highly competitive and established product category.

160. (B) P-3, Q-1, R-2, S-4
Media planners use specific terms to describe the reach and timing of an advertising schedule. Reach measures the number of unique individuals exposed to the message, while frequency measures how many times they see it on average. Flighting is a strategy with periods of heavy advertising followed by periods of no activity. Pulsing combines continuous advertising with bursts of higher intensity. Choosing the right strategy depends on the campaign's goals, the product category, and the behavior of the target audience.

161. (C) Attempts to influence consumers without their conscious awareness.
Subliminal advertising involves presenting messages so quickly or subtly that they are not consciously perceived. The primary ethical concern is that this attempts to manipulate consumer behavior without their knowledge or consent. Most advertising industry bodies and regulatory agencies consider this practice unethical and deceptive. Advertising is intended to be a transparent and recognizable form of communication. Any attempt to influence people "below the radar" is seen as a violation of the fundamental principle that consumers should be aware when they are being advertised to.

162. (D) Proposition or key message
The key proposition is the single most important thing that an advertisement should communicate to its audience. It is a clear and compelling statement of the main benefit or reason to buy the brand, based on a deep consumer insight. In the creative brief, this proposition acts as the "North Star," guiding the creative team to stay focused on a single, powerful message. A strong proposition ensures that the advertisement is simple, relevant, and persuasive, successfully cutting through the clutter to resonate with the target audience.

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163. (A) The brand's proportion of the total advertising spending in its product category.
Share of voice (SOV) is a metric used to measure a brand's presence in the marketplace relative to its competitors. It is calculated by dividing the brand's advertising spend by the total spending for that entire product category. SOV is often used as a predictor of "share of mind" and eventually market share. A high SOV means that the brand is more visible and prominent in the consumer's media environment, which is particularly important in highly competitive and cluttered industries where visibility is key.

164. (B) Of the rise of powerful, creative-driven advertising and the growth of television.
The post-war "Golden Age" of advertising was characterized by a surge in consumerism and the rapid rise of television as a dominant medium. This era saw the emergence of iconic creative figures like Bill Bernbach and David Ogilvy, who championed more intelligent, witty, and

Advertising standards and ethics are essential for maintaining public trust and ensuring a fair marketplace. These principles are often self-regulated by industry bodies and address issues such as truthfulness, decency, and the fair portrayal of various social groups. Ethics go beyond simple legal compliance to consider the social impact of advertising. While using children in ads requires special care, it is not always unethical; it depends on the context and how the children are portrayed and targeted in the advertisement.

123. (D) Informative advertising
Informative advertising is primarily used during the introduction stage of a product's life cycle. Its goal is to educate the consumer about a new product category or a specific new item. By explaining what the product is, how it works, and what benefits it offers, informative ads build primary demand and awareness. This type of advertising is essential for complex or innovative products where consumers need to understand the value proposition before they can be persuaded to make a purchase decision.

124. (A) A percentage (typically 15%) of the media spending.
The traditional commission system was the primary way advertising agencies were compensated for many decades. Under this model, the agency received a fixed percentage—traditionally 15%—of the total amount the client spent on media space and time. While simple to administer, it was eventually criticized for creating a conflict of interest, as it encouraged agencies to recommend more expensive media buys rather than the most effective solutions. Today, it has largely been replaced by more transparent fee-based and performance-based models.

125. (B) Integrated marketing communication
Integrated Marketing Communication (IMC) is a strategic approach that ensures all forms of communication and messages are carefully linked together. By coordinating advertising, public relations, social media, and other channels, a company can deliver a clear and consistent message to its audience. This integration prevents confusion and builds a stronger brand identity. Every touchpoint—from a TV ad to a customer service call—is seen as an opportunity to reinforce the brand's core values and message, creating a unified and impactful experience.

126. (C) A concentrated, timing-focused local strategy.
For small businesses with limited budgets, a concentrated media strategy can be highly effective. By focusing all resources on a specific time (such as just before a festival) and a local geographic area, the advertiser can achieve high visibility and impact that would be lost if the same budget was spread thinly over a longer period or a larger area. This approach maximizes the "share of voice" in a short window, making the advertising more memorable and more likely to drive immediate results for the business.

127. (D) The ability to reach a mass audience with sound, music, and spoken word.
The emergence of radio as a mass medium transformed advertising by adding a new dimension: sound. For the first time, advertisers could use music, voice, and sound effects to create an emotional connection and a sense of personality for their brands. Radio allowed for intimate and persuasive storytelling that could reach people in their homes and on the go. This shift from purely visual print media to an auditory experience greatly expanded the creative possibilities and the potential reach of advertising campaigns.

128. (A) An advertorial
An advertorial is a type of advertisement designed to mimic the style and format of an editorial or news article. While it is paid for by a sponsor, it is written in an informative, non-promotional tone. This approach is used to gain credibility and engage readers who might otherwise skip over traditional ads. However, to be ethical and legal, advertorials must be clearly labeled as "advertisement" or "sponsored content" so that readers can distinguish between paid promotion and independent editorial information.

129. (D) Statement I is false, but Statement II is true.
In advertising, the emotional response and the "vibe" of the message are often more important than the literal meaning of individual words. This is why effective translation for different markets usually involves transcreation—the creative adaptation of the core idea into the

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the creative execution, helping to convey brand personality and ensure that the core message or brand name "sticks" in the consumer's mind. Language is a powerful tool for persuasion and emotional connection in advertising.

172. (D) The initial creative concept before production.
Post-testing is conducted after an advertising campaign has run to measure its results. It evaluates changes in brand awareness, message recall, and consumer attitudes to determine the campaign's overall effectiveness. This research provides data on the return on investment and helps guide future strategy. Testing the initial creative concept, however, is a form of pre-testing, which occurs before the campaign is produced and launched. Pre-testing aims to refine the message, while post-testing aims to evaluate the final performance and impact of the executed campaign.

173. (A) A company's various communication channels should be coordinated to deliver a clear, consistent message.
Integrated Marketing Communication (IMC) is based on the principle that "one voice" is more powerful than many disjointed ones. By coordinating advertising, PR, sales promotion, and social media, a company ensures that the consumer receives the same core message regardless of where they encounter the brand. This consistency builds trust, reinforces brand identity, and increases the overall effectiveness of the marketing effort. IMC treats all communication touchpoints as a single, unified system for building a relationship with the target audience.

174. (A) Both Statement I and Statement II are true.
The functional structure of an advertising agency is designed to provide expert services across all stages of a campaign. Departments like creative, media, and research handle the specialized work, while the account services department acts as the vital link between these teams and the client. This structure ensures that projects are managed efficiently, that the client's needs are understood, and that the final work is both creatively impactful and strategically sound. Coordination between these departments is essential for delivering successful advertising solutions.

175. (B) Product placement
Product placement is a form of non-traditional advertising where a brand's products are integrated into the content of a movie, TV show, or other media. Unlike a traditional commercial break, the product appears as part of the story or setting. This allows brands to reach audiences in a more subtle and potentially more credible way. When done well, it creates a positive association between the brand and the entertainment content, reaching viewers who might otherwise skip or ignore standard advertisements.

176. (C) To reduce the risk of ineffective advertising by making more informed decisions.
Advertising research provides the data and insights needed to move beyond guesswork. By understanding the target audience, market trends, and how consumers respond to different messages, advertisers can create more relevant and impactful campaigns. Research helps identify the best media channels, refine creative concepts, and measure success. Ultimately, it is a tool for making the advertising process more efficient and effective, ensuring that the budget is spent wisely and that the communication goals are more likely to be achieved.

177. (D) A strong emotional association with happiness and celebration.
When an ad consistently shows a product being enjoyed during happy moments, it is using emotional association to build its brand image. The goal is to make the consumer feel that the product is an essential part of positive experiences. Over time, these repeated associations create a powerful emotional bond between the brand and the audience. This strategy focuses on building "brand resonance," where the brand is valued not just for its functional features, but for the feelings and memories it evokes in the mind of the consumer.

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178. (A) Clients felt the commission system encouraged agencies to spend more on media, rather than finding efficient solutions.
The move away from the traditional 15% commission system was driven by a desire for greater transparency and alignment of interests. Clients grew concerned that because the agency's income was tied directly to how much they spent on media, the agency had a built-in incentive to

recommend larger, more expensive media buys. Modern compensation models, such as fixed fees or performance-based incentives, are designed to ensure that the agency is rewarded for the quality of their work and their ability to achieve the client's specific marketing goals efficiently.

179. (B) Shift from a monologue (brand-to-consumer) to a dialogue (brand-and-consumer).
In the traditional era of mass media, advertising was largely a one-way communication from the brand to the consumer. The 21st-century digital revolution has fundamentally changed this, enabling a two-way dialogue. Social media and interactive platforms allow consumers to respond, share their opinions, and engage directly with brands. This shift has forced advertisers to become more transparent, responsive, and focused on building ongoing relationships rather than just delivering one-way messages. Modern advertising is about community engagement and conversation as much as it is about promotion.

180. (C) Brand management is a static process that does not require adaptation.
Successful brand management is a dynamic and ongoing process. Because consumer preferences, technology, and competitors are constantly changing, a brand that does not adapt will quickly lose its relevance. Brand managers must continuously monitor the market and be ready to update their positioning, messaging, and even product features to stay connected with their audience. A brand is a living entity that requires constant nurturing and strategic adjustment to maintain its value, trust, and competitive advantage in a fast-moving business environment.

181. (B) P-3, Q-4, R-1, S-2
Different products lend themselves to different creative appeals. Fear appeals are often used for security and insurance products to highlight risk. Humor works well for low-involvement items like snacks and beverages to build positive feelings. Rational appeals are effective for technical products like computers where consumers seek factual information. Sex appeals are common in the fashion and beauty industries, such as for perfumes. Matching the appeal to the product category and consumer motivation is essential for creating a persuasive and effective advertisement.

182. (A) The working styles, values, and risk tolerance between the two organizations.
A "clash of cultures" in a client-agency relationship occurs when the two organizations have fundamentally different ways of working. For example, a highly traditional and risk-averse client might find it difficult to work with a very bold and experimental agency. These differences in values, decision-making processes, and professional styles can lead to significant friction and misunderstandings. For a partnership to succeed, both sides need to understand and respect each other's organizational culture and find a way to collaborate effectively despite their differences.

183. (B) Using a clear and legible font in a print ad
Ethical issues in advertising involve practices that could be harmful, deceptive, or socially irresponsible. This includes misleading claims, targeting vulnerable groups like children, or promoting products that could have negative social consequences. Using a clear and legible font, however, is simply a matter of good design and effective communication; it does not involve an ethical dilemma. Ethical standards are designed to ensure that advertising remains an honest and respectful part of the marketplace, while design choices focus on the clarity and aesthetic appeal of the message.

184. (C) The brand positioning strategy development.
Brand positioning strategy is the process of identifying a unique and valuable place for a brand in the consumer's mind. This requires a deep analysis of market trends, consumer needs, and the strengths and weaknesses of competitors. The goal is to find a distinct "hook" or attribute that your brand can own. This strategy then serves as the foundation for all subsequent advertising and marketing efforts, ensuring that the brand has a clear, consistent, and competitive identity that resonates with its target audience.

185. (A) Both A and R are true and R is the correct explanation of A.
Marketing research is the essential foundation of any professional advertising campaign. It provides the data needed to understand who the target audience is, what they want, and how they perceive the brand and its competitors. Without this research-driven insight, advertising

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is based on assumptions and guesswork, which significantly increases the risk of failure. Data allows for more accurate targeting, more relevant messaging, and more efficient media choices, ensuring that the advertising budget is used as effectively as possible to achieve measurable results.

186. (A) To make the message more engaging, memorable, and persuasive.
Rhetorical devices like metaphors and alliteration are powerful creative tools used by copywriters. They help transform a simple functional message into something that is more pleasant to hear, easier to remember, and more emotionally resonant. These techniques grab the audience's attention and help the brand's message stand out in a crowded media landscape. By making the language more creative and impactful, advertisers can more effectively build brand personality and persuade consumers to take an interest in the product or service being promoted.

187. (B) The large volume of advertising messages that consumers are exposed to.
In the world of media planning, "clutter" refers to the high density of advertising in a single environment, such as a commercial break on TV or a page in a magazine. With so many messages competing for the consumer's limited attention, it is difficult for any single ad to be noticed and remembered. Overcoming clutter is a major challenge for advertisers. It requires a combination of highly creative and impactful "big ideas" and a strategic media plan that places the ad in less crowded or more relevant contexts.

188. (C) (i), (ii), (iii), and (iv) only
Marketing is a comprehensive business discipline that includes product development, pricing, and distribution, with advertising being just one part of the promotional mix. A company's advertising strategy must be closely aligned with its overall marketing goals to be effective. While a company may handle its broader marketing in-house, it is common to outsource the specialized creative and media work to an external agency. Marketing is far more than just creating ads; it is about the entire process of delivering value to a target audience.

189. (C) Brand insistence
Brand insistence is the highest level of brand loyalty. It occurs when a consumer is so strongly committed to a particular brand that they will not accept any substitute and will go to great lengths to find it. At this stage, the brand has successfully created a unique and indispensable value in the mind of the customer. Achieving brand insistence is the ultimate goal of many brand management strategies, as it creates a highly stable customer base that is less sensitive to price changes or competitor activities.

190. (D) To maintain public trust and confidence in advertising.
The primary purpose of advertising standards and ethics is to protect the integrity of the industry. When advertisements are truthful, decent, and socially responsible, they are more likely to be trusted by the public. This trust is essential for advertising to be an effective communication tool. Standards help prevent deceptive and harmful practices that could alienate consumers and lead to increased government regulation. By promoting high standards of professional conduct, the industry ensures its long-term viability and its role as a credible source of information.

191. (A) Managing the flow of work and ensuring deadlines are met for all projects.
In an advertising agency, the traffic department plays a vital administrative and coordination role. They manage the internal workflow, ensuring that every project moves through the necessary departments—from research and account planning to creative and production—on schedule. Traffic managers prevent bottlenecks and ensure that all deadlines, especially those for media placement, are met. By keeping the agency's work on track, they play a key role in maintaining operational efficiency and ensuring that the client's campaigns are delivered on time and within budget.

192. (B) Positioning by product attribute
Positioning by product attribute involves focusing on a specific feature or quality of the product that is valuable to the target audience. By consistently highlighting "safety" in its marketing, Volvo has successfully claimed this attribute in the minds of consumers. When people think of safe cars, they often think of Volvo first. This is a very

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The brief defines the target audience, the key message, and the brand's personality. Every creative decision—from the choice of music to the tone of the copy—must work together to fulfill this strategic blueprint. This ensures that the advertisement is not just creative, but also focused on achieving the specific marketing and communication goals set for the campaign.

221. (C) Advertising content and editorial/ entertainment content.
A core ethical principle in advertising is transparency. Consumers should be able to clearly distinguish between a paid advertisement and independent news or entertainment content. When the line between these two is blurred—as in some forms of native advertising or unlabelled social media endorsements—it can be deceptive and misleading. Maintaining a clear distinction ensures that the public can evaluate commercial messages for what they are, preserving trust in both the advertisers and the media platforms that carry their messages. Transparency is essential for a fair and honest marketplace.

222. (C) (i), (ii), and (iii) only
Media planning is a strategic process focused on delivering the right message to the right audience. It involves identifying where the target audience spends their time, selecting the most effective media channels—such as digital, TV, or print—to reach them, and then negotiating and purchasing the necessary ad space and time. While these activities are essential for a campaign's success, media planning does not involve industrial functions like manufacturing or general corporate administration like writing financial reports. It is a specialized marketing function dedicated to optimizing the delivery of advertising messages.

223. (D) Defining your brand's position by explicitly contrasting it with a key competitor.
Positioning by competitor is a bold strategy where a brand defines its unique value by directly comparing itself to a major rival. The goal is to highlight a specific advantage, such as being "the un-cola" or having a better taste as in the "Pepsi Challenge." This approach can be highly effective for challenging market leaders or for brands in a crowded category who need a clear way to stand out. It provides consumers with a direct comparison that helps them understand why your brand is a better or different choice.

224. (A) (iii), (i), (iv), (ii)
The evolution of advertising reflects broader technological and social changes. It began with the invention of the printing press and early printed ads. This was followed by the rise of specialized advertising agencies that formalized the industry. The mid-20th century saw the "Creative Revolution" and the dominance of television advertising. Finally, the modern era is defined by the rise of digital advertising and programmatic buying. This historical sequence shows a constant progression toward more sophisticated, data-driven, and highly targeted ways of communicating with audiences across an ever-expanding range of media channels.

225. (A) Specific, measurable, achievable, relevant, and time-bound (SMART).
Setting clear objectives is the first step in creating a successful advertising campaign. SMART objectives ensure that everyone involved understands exactly what is to be achieved. They must be specific (e.g., "increase awareness"), measurable (e.g., "by 20%"), achievable within the budget, relevant to the overall marketing goals, and have a clear timeframe. Having SMART objectives allows the company to evaluate the campaign's success accurately and provides a clear basis for making strategic decisions about the creative work and media placement.

226. (B) Central route
The Elaboration Likelihood Model (ELM) suggests that persuasion happens through two different routes. When a consumer is motivated and able to think deeply about a message—perhaps because they are planning a major purchase—they use the central route. These consumers focus on the logical arguments and factual information in the ad. For advertisers, this means that for high-involvement products, it is essential to provide high-quality information and strong reasons to choose the brand, as the audience is likely to scrutinize the message carefully before making a decision.

227. (C) Greater control, potentially lower costs, and deeper knowledge of the brand.

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who feel a personal connection to the brand's values and community. Achieving resonance requires building a strong foundation of brand awareness, positive associations, and consistent quality. A resonant brand enjoys a highly stable and emotionally connected customer base that is resilient to competitive activities and price changes.

200. (B) Performance-based compensation model
In a performance-based model, the advertising agency's payment is directly linked to the success of the campaign in achieving specific goals, such as sales targets or lead generation. This model aligns the agency's incentives with the client's business outcomes, as both parties benefit from a successful campaign. While this increases the risk for the agency, it also offers the potential for higher rewards and ensures a high level of accountability and focus on results. It is an increasingly popular alternative to traditional commission or fixed-fee compensation systems.

201. (C) An advertisement for a new software solution in an industry trade magazine.
Business-to-business (B2B) advertising is directed at people who purchase products or services for their companies rather than for personal use. These ads often focus on professional benefits such as efficiency, cost-savings, and technical superiority. Trade magazines are a common medium for B2B ads because they reach a highly targeted audience of professionals in specific industries. Unlike consumer advertising, which often uses emotional appeals, B2B communication tends to be more rational and data-driven, reflecting the more complex and professional nature of the purchasing decision-making process.

202. (D) Thoroughly understanding the product, market, and consumer through research.
Before any creative work can begin, an advertising campaign must be built on a solid foundation of knowledge. Research provides the critical insights needed to understand the product's unique benefits, the competitive landscape, and the needs and motivations of the target audience. This data-driven understanding guides the development of the creative brief, the "big idea," and the media plan. Starting with research ensures that the campaign is strategically sound and relevant, significantly increasing the likelihood that it will successfully achieve its marketing and communication goals.

203. (A) Client-funded manufacturing
Advertising agency compensation refers to the different ways agencies are paid for their professional services. Common models include media commissions, fixed fees, and performance-based incentives. These systems are designed to reward the agency for their creative and strategic work. However, "client-funded manufacturing" is not a compensation model for an ad agency. Manufacturing is a separate industrial cost related to producing the actual goods, whereas agency compensation is specifically for the communication and marketing services provided to promote those goods in the marketplace.

204. (B) Visual identity system
A visual identity system is a set of design elements used consistently across all of a brand's communications to create a recognizable and unified "look." It includes the brand's name, logo, specific color palette, and typography. By maintaining a consistent visual identity, a company builds brand recognition and reinforces its personality and values. This system acts as a visual shorthand for the brand, ensuring that it is immediately identifiable to consumers whether they see it on a package, a website, or a television advertisement.

205. (A) Both A and R are true and R is the correct explanation of A.
True creativity in advertising is never just for art's sake; it is a strategic tool for solving a business problem. A creative ad must do more than just entertain; it must effectively communicate a key brand benefit or work toward a specific marketing objective, such as changing a perception or encouraging a purchase. The most successful campaigns are those where the creative execution is perfectly aligned with the strategic goals, ensuring that the ad's impact translates directly into measurable results for the brand and the company.

206. (C) Allocate the total advertising budget across different media channels.
Media budgeting is the strategic process of deciding how to spend the total advertising

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budget to achieve the campaign's goals. This involves allocating funds to various channels, such as digital, television, radio, and print, based on their ability to reach the target audience effectively and efficiently. The goal is to find the optimal "media mix" that maximizes reach and frequency while staying within the overall budget. This process requires a careful analysis of media costs and audience behavior to ensure the highest possible return on investment.

207. (D) Early agencies were primarily media brokers, but they evolved to offer creative and strategic services.
The role of the advertising agency has evolved significantly over time. In the 19th century, agencies were mainly "media brokers" who bought space in newspapers and resold it to advertisers. As the industry matured, agencies began to offer more value by providing creative services like copywriting and art direction, and eventually strategic services like marketing research and brand planning. Today, modern agencies are full-service partners who provide comprehensive communication solutions, helping clients manage every aspect of their brand's interaction with the public across a wide range of media.

208. (A) Message encoding and decoding
Communication in advertising involves a process of encoding (creating the message) and decoding (interpreting the message). When an audience misinterprets a message due to cultural differences, it means the decoding process has failed. This often happens because symbols, words, or humor do not translate correctly from one cultural context to another. To prevent this, advertisers must conduct thorough cultural research to ensure that the message they encode is accurately and positively decoded by the target audience, maintaining the brand's intended meaning and emotional impact.

209. (C) (i), (ii), and (iii) only
A well-managed brand provides several significant benefits to consumers. It simplifies the choice process by acting as a reliable shorthand for quality and value. It provides an assurance of quality based on the brand's reputation, reducing the perceived risk of a purchase. Additionally, many brands create a sense of identity or belonging for their users. However, a strong brand does not always guarantee the lowest price; in fact, powerful brands can often command a premium price because of the added value and trust they represent.

210. (B) Physiological testing
Physiological testing in advertising research involves measuring physical responses to an advertisement to understand its subconscious impact. Eye-tracking technology is a common tool used to see exactly what parts of an ad grab a viewer's attention and in what order. Other methods include measuring heart rate, skin conductance, or brain activity. These tests provide objective data on how people react to an ad before they even have a chance to think about it, offering valuable insights that self-reported surveys or focus groups may miss.

211. (C) Personal selling (door-to-door)
Mass media channels are those that can reach a large and diverse audience simultaneously, such as television, radio, and newspapers. These are the primary tools of advertising. Personal selling, on the other hand, is a direct, one-on-one form of communication between a salesperson and a potential customer. While it is an important part of the promotional mix, it is not a mass media channel. Personal selling allows for highly customized messages and immediate feedback, but it lacks the broad reach and non-personal nature that defines mass media advertising.

212. (D) Creative concept or 'Big Idea'
The "big idea" is the creative heart of an advertising campaign. It is a powerful, unique, and compelling concept that cuts through media clutter to make a brand memorable. This central theme provides a unified direction for all parts of the campaign, ensuring a consistent message across different platforms. A strong "big idea" resonates emotionally with the target audience and effectively communicates the brand's core promise in a simple yet impactful way, making the campaign far more effective in achieving its strategic marketing and communication goals.

213. (D) Statement I is false, but Statement II is true.
It is a common mistake to think a brand is just its name and logo. In reality, a brand is a complex and intangible entity that lives in the

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minds of consumers. It is the sum total of every experience, emotion, and perception people associate with the company and its products. While the name and logo are important visual identifiers, they are just symbols for the deeper relationship and reputation the brand has built over time. Successful brand management focuses on nurturing this complex relationship to build long-term trust and loyalty.

214. (A) A lack of clear goals and poor communication.
Like any professional partnership, the relationship between a client and an ad agency thrives on clarity and open communication. When a client does not provide a clear brief or goals, or when communication breaks down between the two teams, it often leads to frustration and ineffective work. This is a leading cause of client-agency splits. A successful partnership requires a shared understanding of what needs to be achieved and a commitment to honest, frequent, and respectful dialogue to ensure that both parties are aligned and working toward common goals.

215. (B) An intelligent, witty, and consumer-centric approach that paired copywriters and art directors.
The "creative revolution" of the 1960s, led by visionaries like Bill Bernbach, transformed advertising. It moved away from boring, repetitive "hard-sell" tactics toward more intelligent, humorous, and consumer-focused messages. A key innovation of this era was the pairing of copywriters and art directors to work together as a creative team from the start. This collaborative approach ensured that words and visuals were perfectly integrated, leading to some of the most memorable and effective "big idea" campaigns in history and setting the creative standards for the modern advertising industry.

216. (B) P-4, Q-3, R-1, S-2
Brands are categorized by who owns and promotes them. Manufacturer brands (e.g., Sony) are owned by the producer. Private brands (e.g., store brands like Walmart's Great Value) are owned by retailers. Generic brands have no brand name and use plain packaging. Co-branding involves two established brands collaborating on a joint product. Understanding these types helps marketers choose the right strategy for building equity and reaching their audience. Each model offers different advantages in terms of control, costs, and market perception.

217. (C) Building strong brand loyalty to reduce consumer price sensitivity.
Strong brands create an emotional connection and a sense of trust that goes beyond just the price or features of the product. By building this deep loyalty, companies can reduce the "dissonance" or doubt a consumer might feel after a purchase. Loyal customers are less likely to second-guess their choice and are more resilient to the promotional efforts of competitors. This long-term relationship is a vital asset, as it creates a stable base of satisfied customers who are less sensitive to price changes and more likely to become brand advocates.

218. (D) Credibility and aspirational value
Celebrity endorsement is a popular creative strategy because it allows a brand to "borrow" the positive attributes of a famous person. By associating with a well-liked or respected celebrity, a brand can gain immediate attention and improve its own image. Consumers often aspire to be like the celebrities they admire, and they are more likely to trust a product that carries their endorsement. This approach leverages the celebrity's credibility and aspirational value to build a faster and more emotional connection with the target audience, making the brand feel more desirable and trustworthy.

219. (A) Advertising budgeting
Advertising budgeting is the strategic process of deciding how to allocate financial resources for a campaign. It involves determining the total amount to be spent and then dividing it across various creative and media activities. A well-planned budget ensures that the campaign has enough resources to achieve its objectives, such as a certain level of reach and frequency, without overspending. This process requires a careful balance between the company's financial capabilities and the strategic communication needs of the brand in a competitive marketplace.

220. (B) Strategic objectives and creative brief
The final advertisement is the visible result of a much deeper strategic process. It should be a direct translation of the campaign's original objectives and the guidance provided in the creative brief.

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The producer in an advertising agency plays a vital role in turning a creative concept into a finished commercial. They are responsible for the logistical and financial management of the production process. This includes selecting a production company, hiring the director and crew, managing the shoot, and overseeing the final editing and post-production. The producer ensures that the advertisement is delivered on time, within budget, and to the high creative standards set by the agency. Their role is essential for bridge the gap between creative vision and technical execution.

248. (D) The underlying idea or philosophy that advertising is a form of persuasive communication.
The concept of advertising is based on the philosophy that it is a specialized form of communication intended to influence people's thoughts, feelings, and behaviors. It is characterized by being a paid, non-personal presentation of ideas or products by an identified sponsor. This concept guides how campaigns are planned, creative messages are developed, and media are selected. Understanding this fundamental philosophy is essential for anyone in the industry, as it defines the purpose and the boundaries of advertising as a strategic marketing and communication tool within a competitive and regulated marketplace.

249. (A) High-quality cross-cultural research and careful language translation/transcreation.
Global advertising success depends on high-quality cross-cultural research. This ensures that the message is not only translated correctly but also respects local values, idioms, and sensibilities. Transcreation is the process of creatively adapting the core brand message to resonate with each specific culture. This prevents embarrassing or offensive mistakes and ensures that the brand identity remains consistent and positive worldwide. By investing in this cultural understanding, companies can ensure that their advertising is relevant and persuasive across different markets, protecting their global brand reputation and achieving their international marketing goals.

250. (B) Influencing consumer behavior in a way that benefits the brand (e.g., purchase, trial, loyalty).
The final success of any advertising effort is determined by its alignment with the overall marketing strategy. While creative awards and budget adherence are internal metrics, the ultimate goal is to influence the target audience's actions or perceptions. This includes driving product trials, increasing purchase frequency, or building long-term brand loyalty. Effective campaigns translate communication objectives into measurable results that support the company's business growth. Advertising is a strategic investment in changing behavior to create a sustainable competitive advantage and long-term financial success for the brand and the organization.

251. (B) The presence of an identified sponsor
The passage explicitly states that an identified sponsor is a critical component that distinguishes advertising from other forms of publicity or propaganda. This element ensures accountability and transparency within marketing communication. By identifying the entity behind the message, advertising maintains a level of openness that is not always present in persuasive techniques like propaganda.

252. (A) Institutional advertising
Institutional or corporate advertising aims to build a positive image for the entire organization rather than promoting a specific product or service. By focusing on commitment to environmental sustainability, the company is attempting to enhance its overall reputation. This strategy differs from product-focused ads by highlighting values and corporate responsibility to influence public perception.

253. (C) Directly setting the market price of a product
The source lists several core functions of advertising, including informing consumers, reminding them of brands, and adding value through perception. It also mentions assisting other marketing efforts to achieve specific objectives. However, directly setting the market price is not described as a function of advertising, as pricing is typically a separate component of the marketing mix.

254. (D) It lacks the element of a paid communication.
Advertising is fundamentally defined as a paid, non-personal form of communication from an

An in-house agency offers several practical advantages for a company. Because the team is part of the same organization, they have a very deep and intuitive understanding of the brand and its products. This structure can lead to faster decision-making, greater control over the creative process, and potential cost savings by eliminating the profit margins of an external agency. While they may sometimes lack the broad external perspective of an independent firm, in-house agencies are an increasingly popular choice for companies who want high-quality, strategically aligned work with maximum internal oversight.

228. (D) The added value a brand name gives to a product beyond its functional benefits.
Brand equity is the commercial value that comes from consumer brand perception. It is the reason why people are often willing to pay more for a branded product than for an identical generic one. This value is built over time through consistent quality, positive associations, and effective marketing. High brand equity provides a company with several advantages, including stronger customer loyalty, higher profit margins, and a greater ability to successfully launch new products under the same brand name. It is one of a company's most valuable intangible assets.

229. (D) Statement I is false, but Statement II is true.
Language in advertising is far more than just a functional way to deliver information; it is a vital creative tool. Copywriters use slogans, storytelling, and wordplay to make a message more engaging, memorable, and persuasive. This strategic use of language helps convey the brand's personality and build an emotional connection with the audience. By choosing the right words and tone, an advertiser can make a brand stand out in a cluttered media landscape and influence how people think and feel about the product or service being promoted.

230. (A) Ethnographic research
Ethnographic research is a qualitative method adapted from anthropology. In marketing, it involves observing consumers in their real-life environments to understand how they actually use products and make choices. This provides a much more authentic and detailed picture of consumer behavior than can be gained from self-reported surveys or focus groups in a lab setting. By seeing the "real-world" context of product usage, advertisers can uncover deep insights and unmet needs that can lead to more relevant and impactful creative strategies and brand positioning.

231. (B) A hierarchy-of-effects model
The "Think → Feel → Do" sequence is a simple way of describing the stages a consumer goes through when responding to an advertisement. It is characteristic of hierarchy-of-effects models like AIDA. It suggests that communication first influences what a person knows (the cognitive stage), then how they feel about a brand (the affective stage), and finally their actual behavior or purchase (the conative stage). Understanding this sequence helps advertisers design messages that are appropriate for each stage, moving the consumer step-by-step from initial awareness to a final, committed purchase.

232. (C) Account services, creative services, and media services.
Successful advertising is the result of a coordinated effort between several key departments within an agency. Account services represent the client and manage the overall project. Creative services develop the "big idea" and the actual ads. Media services plan and buy the space to reach the target audience. These three functions must collaborate closely to ensure that the campaign is strategically sound, creatively impactful, and efficiently delivered. A breakdown in cooperation between any of these core departments can significantly undermine the quality and effectiveness of the final advertising campaign.

233. (D) Attention
AIDA is one of the most well-known models in advertising, outlining the four stages of consumer engagement: Attention, Interest, Desire, and Action. The first and most critical stage is Attention. In a crowded and cluttered media environment, an advertisement must first break through to be noticed by the consumer. Without gaining initial attention, the rest of the communication process—building interest, creating desire, and prompting action—cannot happen. Creative techniques like bold visuals, catchy music, or surprising headlines are all used to successfully achieve this vital first step.

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234. (A) The structure of brands within an organization, defining their roles and relationships.
Brand architecture is a strategic framework that defines how the different brands within a company's portfolio are organized. It clarifies the relationship between the corporate brand and its individual product brands. Common models include a "house of brands" (like P&G, where each brand has its own identity) or a "branded house" (like Virgin, where everything uses the parent name). A clear brand architecture prevents consumer confusion, avoids brand cannibalization, and helps the company manage its brand equity more effectively across its entire range of offerings.

235. (B) Helps achieve the pre-defined marketing and business objectives.
While creative excellence and high-profile endorsements can be valuable, they are not the ultimate measure of success. The true purpose of any advertising campaign is to help a company achieve its broader business and marketing goals. These might include increasing sales, gaining market share, or successfully launching a new product. A campaign that is widely admired but fails to move the needle on these key objectives is ultimately a failure. Strategic alignment between the creative message and the desired business outcomes is essential for ensuring that every advertising dollar is well-spent.

236. (A) Both A and R are true and R is the correct explanation of A.
The objective and task method is considered the most logical approach to budgeting because it treats advertising as a strategic investment. It forces management to think clearly about what they want to achieve and the specific tasks needed to get there. This method requires articulating assumptions about the link between spending and consumer behavior, such as how much exposure is needed to drive awareness and trial. While more complex to calculate than other methods, it ensures that the advertising budget is appropriately scaled to the brand's actual needs and goals.

237. (C) Programmatic advertising, which automates the buying of ad space.
The rise of data analytics has led to the growth of programmatic advertising, a technology that uses software and data to automate the buying and selling of digital ad space in real-time. This allows for incredibly precise targeting, where ads can be shown to specific individuals based on their demographics, interests, and online behavior. Programmatic advertising makes the media buying process much more efficient and data-driven, ensuring that the right message reaches the right person at the right time, and allowing advertisers to optimize their campaigns for maximum impact and ROI.

238. (D) Be deliberately misleading or make false claims.
Ethical advertising must be honest and truthful. Making false or misleading claims about a product's performance or features is a violation of both professional standards and consumer protection laws. While advertising is naturally persuasive and aims to build a positive brand image, it must do so without deceiving the public. Deceptive practices damage consumer trust in the brand and the industry as a whole. Maintaining high ethical standards is essential for building a sustainable brand reputation and ensuring that advertising remains a credible and valuable source of information for consumers.

239. (A) Creative execution or production
Creative execution is the final stage of the creative process where the "big idea" is turned into actual advertisements. This involves the physical production of commercials, print ads, and digital content. Copywriters and art directors work with directors, photographers, and editors to bring the strategic vision to life. The quality of the execution is vital, as it is the final ad that the public sees and hears. High-quality production ensures that the brand's message is delivered in a professional and impactful way that successfully achieves its communication and marketing goals.

240. (B) It guarantees that all marketing research will be accurate.
Branding provides several vital benefits to a company, including legal protection through trademarks, the ability to segment markets, and the creation of a loyal customer base. A strong brand is a valuable asset that builds trust and simplifies the consumer's choice. However, branding does not guarantee the accuracy of marketing research. Research is a separate

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scientific process used to gather data, and its accuracy depends on its methodology and execution. While a strong brand can be a subject of research, it is not a guarantee of the research's quality or results.

241. (A) P-4, Q-1, R-3, S-2
The advertising process involves four key players. The client (the sponsor) is the company that pays for the advertising. The agency is the organization that creates the creative and media strategy. The media are the channels—like TV, print, or digital—that carry the message to the public. Finally, the consumer is the target audience who receives and processes the message. These four groups must work together effectively for the advertising system to function and for campaigns to successfully achieve their communication and marketing objectives in a fair and transparent marketplace.

242. (C) The inability of key personnel on both sides to work together effectively and harmoniously.
"Lack of chemistry" is a frequent reason for the termination of a client-agency relationship. It refers to a lack of personal and professional rapport between the key people on both teams. Like any partnership, advertising requires a high degree of trust, mutual respect, and a shared way of working. When the individuals involved cannot collaborate harmoniously, it leads to friction, poor communication, and ultimately, ineffective work. Good chemistry is an intangible but essential factor that helps a relationship withstand professional pressures and creates an environment where creative and strategic innovation can flourish.

243. (D) Brand's positioning strategy.
An advertising campaign's central theme should never be based on personal taste or arbitrary decisions; it must be firmly rooted in the brand's positioning strategy. This strategy defines the unique and valuable space the brand wants to occupy in the minds of its target audience. By ensuring that every message is aligned with this positioning, the company builds a clear, consistent, and recognizable brand identity. This strategic focus ensures that all advertising efforts work together to reinforce the brand's core value proposition and distinguish it effectively from its competitors in the marketplace.

244. (A) Advertising is paid media space, while PR typically seeks to earn media coverage.
The primary difference between advertising and public relations lies in control and cost. Advertising involves paying for specific media space and time to deliver a controlled message. PR, however, focuses on "earned media," such as news stories or third-party endorsements, which are not paid for directly. While advertising is seen as more promotional, PR is often perceived as more credible because it comes from an independent source. Both are important tools in the overall communication mix, but they use very different methods to reach and influence their target audiences.

245. (B) Evolution of digital marketing and advertising.
The rise of influencer marketing is a key trend in the digital era. Social media influencers are people who have built a large and loyal following on platforms like Instagram or YouTube. Brands partner with these individuals to promote their products in a way that feels more personal and authentic than a traditional advertisement. Influencer marketing leverages the trust and emotional connection the influencer has with their audience, providing a powerful and highly targeted way to reach specific demographics and build brand awareness and credibility in the modern, social-media-driven advertising landscape.

246. (C) (i), (ii), (iii), and (iv) only
Brand management is a comprehensive role that involves overseeing every aspect of a brand's health and reputation. This includes conducting brand audits, managing the marketing budget, overseeing new product development, and ensuring that all communications are consistent with the brand's identity. However, broader corporate matters like tax strategy are handled by the finance and legal departments, not the brand manager. The focus of brand management is on the strategic management of the brand as an asset and its relationship with the consumer, rather than on the company's general administrative or financial operations.

247. (C) Manage the physical production of the commercial, including hiring directors, crew, and managing the budget and schedule.

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effective positioning strategy because it provides a clear and compelling reason for a specific segment of the market to choose the brand over its competitors based on a tangible and trusted benefit.

193. (C) Hierarchy-of-effects models
Hierarchy-of-effects models, such as AIDA or the DAGMAR model, are based on the idea that consumers go through a series of logical stages when processing an advertisement. These stages usually move from the cognitive (thinking/awareness) to the affective (feeling/liking) and finally to the conative (doing/action). These models help advertisers understand that a single ad may not lead immediately to a sale, but can be part of a larger process of moving the consumer toward a purchase by building awareness, knowledge, and conviction over time.

194. (D) Narrative or storytelling
Storytelling is a powerful creative technique in advertising that uses a narrative structure to engage the audience emotionally. Instead of just listing features, the ad tells a relatable story where the brand plays a natural and helpful role. This approach is more engaging than a "hard sell" and can build a deeper, more personal connection with the consumer. By creating a memorable story, the advertiser can communicate the brand's values and benefits in a way that feels authentic and resonant, making the message far more likely to be remembered.

195. (A) Visuals and symbols can have vastly different meanings.
Global advertising must be careful not only with language but also with visual communication. Symbols, colors, and gestures can have very different—and sometimes opposite—meanings in different cultures. For example, a color that represents joy in one culture might represent mourning in another. Understanding these cultural nuances is vital to avoid unintended offense or confusion. Successful global campaigns require thorough research into the visual and symbolic language of each target market to ensure that the creative execution is culturally appropriate and effectively communicates the intended message.

196. (A) Both Statement I and Statement II are true.
Media planning is both a strategic and a tactical process. At the strategic level, it involves identifying the best mix of media—such as digital, television, or social—to achieve the campaign's goals within the budget. At the tactical level, it involves making specific decisions about where and when individual ads will appear, such as selecting particular TV programs, websites, or magazine issues. A comprehensive media plan ensures that every advertising dollar is spent efficiently to reach the target audience with the right frequency and impact.

197. (C) Cutting through the media clutter to get the audience's attention.
A "breakthrough" occurs when an advertisement is successful in grabbing and holding the audience's attention despite the huge volume of competing messages. In today's cluttered media environment, achieving a breakthrough is a major challenge. It requires a combination of high creative impact, a compelling "big idea," and a strategic media placement that makes the ad stand out. A breakthrough ad is one that people notice, remember, and talk about, making it far more effective in achieving its communication and marketing goals.

198. (D) The ability to precisely target and measure advertising effectiveness.
The digital revolution has fundamentally changed advertising from a "scattershot" approach to a highly targeted one. Digital platforms allow advertisers to reach very specific audiences based on their demographics, interests, and online behavior. Furthermore, every interaction with a digital ad—such as clicks, views, and conversions—can be tracked and measured in real-time. This level of data and accountability has transformed how campaigns are planned, optimized, and evaluated, making advertising more efficient and allowing companies to calculate their return on investment with much greater precision.

199. (A) A deep, loyal, and psychological bond between the consumer and the brand.
Brand resonance is the ultimate goal of brand building. It occurs when a consumer feels a deep sense of psychological identification and loyalty toward a brand. These customers are not just repeat buyers; they are brand advocates

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identified sponsor. While a blogger's review might be persuasive and use digital media, the absence of payment from the company means it does not meet the technical definition provided. For a message to be considered advertising, it must involve a commercial transaction for media space.

255. (C) a strategic combination of different advertising types and functions.
The text indicates that creating an effective advertising message involves the strategic selection and combination of various functions and types of advertising. These efforts must resonate with the intended audience and achieve specific marketing objectives within a competitive marketplace. Success is not found in a single function but in how different elements are integrated to meet diverse marketing goals.

256. (B) It enabled a more immersive and emotionally resonant form of communication.
The introduction of broadcast media like radio and television revolutionized the advertising industry by enabling audio and visual storytelling. These technological advancements allowed for a more immersive and emotionally resonant connection with mass audiences compared to traditional print methods. Consequently, advertisers were able to use these dynamic tools to create more compelling narratives and engage consumers more deeply.

257. (D) the fragmentation of the media landscape and new technological capabilities.
The development of standards and ethics in advertising has been a direct response to the digital revolution and the fragmentation of the media landscape. New technological capabilities have introduced concerns regarding data privacy and the potential for deceptive practices. As technology continues to evolve, the industry must establish robust self-regulatory bodies and codes of conduct to maintain public trust.

258. (A) Data privacy in digital advertising
Modern advertising faces several significant ethical considerations as the media landscape fragments through digital technology. The passage explicitly highlights concerns over data privacy in digital advertising as a prominent issue that industry professionals must address. Alongside issues like deceptive advertising and stereotypes, protecting consumer information is crucial for maintaining the integrity and professional standards of the advertising industry today.

259. (C) a dynamic process that adapts to technological and social changes.
Advertising standards and ethics are described as non-static, meaning they continue to evolve over time. This dynamic process occurs in response to emerging technologies and changing social norms throughout society. The goal is to consistently balance commercial interests with public welfare and professional integrity, ensuring that the industry remains responsible while adapting to the modern, multifaceted communication environment.

260. (A) They aim to balance commercial goals with social responsibility.
Self-regulatory bodies in the advertising industry are established to maintain public trust and ensure responsible practice. Their primary function involves creating codes of conduct that help balance commercial interests with the broader public welfare. These organizations aim to uphold professional integrity by addressing ethical concerns and ensuring that advertisements remain truthful and fair in an ever-changing technological landscape.

261. (D) Advertising effects are sequential and occur in stages over a period of time.
Communication models like AIDA and the Hierarchy of Effects operate on the common premise that advertising effects are hierarchical and occur over time. Rather than making instant purchase decisions, consumers move through a series of cognitive, affective, and conative stages. These models provide a structured framework for advertisers to guide potential customers from initial awareness to the final action.

262. (B) To sustain the audience's interest in the product
According to the AIDA model, the process of consumer response follows a specific sequence of four stages. Once the initial goal of capturing the audience's attention has been achieved, the next immediate objective is to sustain their interest. This involves highlighting the product's benefits

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280. (D) strategic asset that contributes to long-term brand success.
A strong and stable client-agency relationship is described as a strategic asset for a company. This partnership fosters better creative work and increases efficiency throughout the advertising process. Ultimately, maintaining a healthy relationship has a profound long-term impact on the success of a brand, helping to ensure that marketing communication efforts are consistent and effective in reaching the target audience.

281. (A) The number of different people exposed to an advertisement.
In media planning, reach is a key concept that signifies the number or percentage of different people within a specific target audience who are exposed to an advertisement at least once during a given period. It measures the breadth of the message's delivery. Reach is used by planners to determine how widely the advertising campaign has been spread across the intended population.

282. (B) Objective-and-task method
The objective-and-task method is a strategic approach to budgeting where the company first defines specific advertising goals, such as achieving a certain level of brand awareness. After setting these objectives, the firm identifies the necessary tasks and calculates the costs associated with performing them. This method ensures that the budget is directly linked to the desired outcomes of the advertising campaign.

283. (B) To maximize the impact and efficiency of message delivery to a target audience.
Media planning is concerned with selecting the most effective combination of media channels to deliver a message to a target audience. The primary goal of this process is to maximize both the impact and efficiency of the delivery. This involves ensuring the right people receive the right message at the right time while staying within the constraints of the established budget.

284. (A) media mix.
The combination of different communication channels, such as television, social media, and magazines, selected for a single advertising campaign is known as the media mix. Media planners carefully choose this mix to reach the target audience most effectively. The selection of various platforms helps ensure that the advertising message is seen by the right people across multiple points of contact.

285. (C) views advertising as a consequence of sales rather than a driver of sales.
A potential weakness of the percentage of sales budgeting method is that it treats advertising as a consequence of sales rather than a driver of sales. This approach sets the budget based on past or anticipated revenue, which can be illogical during periods of declining sales when more advertising might be needed. It lacks the strategic focus found in more objective-based methods.

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286. (D) To solve a communication problem in a novel and engaging way.
Creativity in advertising is purposeful and strategic, rather than just an artistic expression. Its primary role is to solve a specific communication problem in a novel and engaging way. By doing so, creative advertisements can break through the clutter of a media-saturated environment to capture the audience's attention and effectively deliver the brand's message to the intended target market segment.

287. (C) a potential loss of the message's original meaning and persuasive power.
Simple, literal translation of advertising slogans or concepts is often dangerous because it can lead to misinterpretation or offense. The passage highlights that a major risk is the potential loss of the original message's persuasive power and nuance. Without proper cultural adaptation, an advertisement may fail to resonate with a local audience or even become completely nonsensical in a foreign context.

288. (B) transcreation.
Transcreation is the process of adapting a core creative idea to fit the linguistic, cultural, and social context of a specific target market. It goes beyond literal translation to ensure the advertising message remains relevant and emotionally resonant for local consumers. This approach is essential for global brands that want to maintain the effectiveness of their campaigns across different international regions.

289. (D) adapt the central creative concept to align with local cultural nuances.

understanding the specific needs of the client and ensuring that the agency successfully delivers on its promises. They manage the relationship to ensure strategic objectives are met through the collaboration of all departments.

272. (B) To develop the concept and produce the advertisements.
The creative department in an advertising agency is staffed by specialized professionals such as copywriters and art directors. Its primary role is to conceptualize and produce the actual advertisements for a campaign. This involves transforming strategic goals into engaging visual and textual content. The synergy between this department and others is vital for delivering a message that resonates with the audience.

273. (D) Receiving an objective viewpoint and specialized skills.
An advertising agency functions as an independent service organization that offers an outside, objective viewpoint on a client's marketing challenges. By hiring an agency, a company gains access to specialized skills that are often unavailable in-house, such as creative conceptualization, media planning, and research. This external perspective helps in developing more effective and unbiased strategies for brand communication and growth.

274. (A) effective campaigns require collaboration across all specialized functions.
The passage emphasizes that successful advertising campaigns rely on the synergy between different specialized departments within an agency. This implies that effective marketing efforts require close collaboration between account services, creative, media, and research teams. Each function must work together to ensure that a strong creative idea is delivered through the right channels to the correct audience while meeting the client's goals.

275. (C) Creative
Copywriters and art directors are the core professionals found within the creative department of an advertising agency. Their collective responsibility is to handle the conceptualization and production of the advertisements. While the copywriter focuses on the text and brand voice, the art director manages the visual elements. Together, they create the content that forms the heart of an advertising campaign.

276. (A) Mutual trust and open communication
A successful partnership between a client and an advertising agency is built on a foundation of mutual trust and clear, open communication. These elements are described as essential for the relationship to thrive over the long term. Both parties must share a common understanding of goals and objectives, ensuring that the agency's expertise and the client's business needs are aligned.

277. (D) disagreement over the creative direction of a campaign.
Conflict and the eventual dissolution of the client-agency relationship often stem from specific points of friction mentioned in the text. One common cause is a disagreement over the creative direction or advertising approach of a campaign. When the client and agency cannot reach a consensus on how to present the brand, it can lead to dissatisfaction and the end of the partnership.

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278. (B) providing clear briefings and trusting the agency's expertise.
For a partnership between a client and an agency to flourish, the client must fulfill specific responsibilities. These include providing clear briefings that outline the business objectives and being willing to trust the strategic and creative expertise of the agency. This collaborative approach allows the agency to perform at its best and create effective advertising that meets the company's marketing goals.

279. (C) It can significantly influence the dynamics and motivations within the partnership.
The nature of the compensation system, whether based on commissions, fees, or performance incentives, can heavily influence the dynamics of the client-agency relationship. Different models create varying motivations and financial structures that impact how the two parties interact and work together. Understanding these influences is crucial, as disagreements over compensation and fees are identified as common causes of relationship conflict.

Department.
(C) The Chief Technology Officer or Information Officer.
(D) The CEO or a high-level executive leadership member.

8. Which of the following is a primary characteristic of PR in non-governmental organizations (NGOs)?
(A) Advancing causes through advocacy, fundraising, and mobilization of support.
(B) Executing legislative lobbying to alter established corporate and trade laws.
(C) Generating organizational revenue through the direct sale of public services.
(D) Managing government-funded social welfare programs on a nationwide scale.

9. Match List-I (Sector) with List-II (Primary PR Focus).
List I: (Sector)
P. State Sector
Q. Public Sector Undertaking (PSU)
R. Private Sector
S. Non-Governmental Organization (NGO)
List II: (Primary PR Focus)
1. Brand building and competitive positioning
2. Advocacy and volunteer mobilization
3. Public information and policy dissemination
4. Balancing commercial goals with public accountability
Codes:
(A) P-3, Q-4, R-1, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-3, Q-1, R-4, S-2
(D) P-4, Q-3, R-2, S-1

10. A PR professional working in a public sector undertaking (PSU) would likely have to balance which two key objectives?
(A) Maintaining commercial profitability alongside accountability to the government.
(B) Coordinating international expansion while ensuring local community engagement.
(C) Achieving short-term sales targets while funding long-term research initiatives.
(D) Improving employee satisfaction while performing detailed competitor analysis.

11. A 'press release' or 'news release' is a primary tool of PR. What is its main purpose?
(A) To market a new commercial product or service directly to potential consumers.
(B) To share confidential internal financial data with a select group of shareholders.
(C) To serve as a formal legal notification to a competitor regarding a patent issue.
(D) To provide ready-to-use newsworthy information to various media organizations.

12. Which of the following is NOT a traditional tool of Public Relations?
(A) Press conference
(B) Point-of-purchase displays
(C) Company newsletter
(D) Annual report

13. Read the assertion and reason given below and choose the correct option.
Assertion (A): Crisis communication is a reactive process that begins only after a crisis has occurred.
Reason (R): Effective crisis communication involves proactive planning, including vulnerability audits and creating a crisis management plan, long before any crisis strikes.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

14. During a crisis, the 'golden hour' refers to what?
(A) The final hour of a press conference when key announcements are made.
(B) The specific time of day when media viewership is highest.
(C) The one-hour period allocated for brainstorming solutions with the legal team.
(D) The critical first hour after a crisis breaks for controlling the narrative.

15. What is a key principle in crisis communication management?
(A) Speak with one voice by using a single, designated spokesperson.
(B) Avoid all communication with the media until the crisis is fully resolved.
(C) Blame an external party immediately to deflect responsibility.
(D) Release information slowly and in small

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For a global brand to launch a successful campaign in a new country, it must adapt its central creative concept to align with local cultural nuances. This process, known as transcreation, prevents the message from becoming an awkward or nonsensical foreign artifact. By ensuring the content is culturally relevant, the brand can maintain its persuasive power and emotional impact within the target market.

290. (A) resonates with the specific tone and style of the target audience.
Copywriting is the craft of writing advertising text that shapes a brand's voice and persuades consumers. The passage implies that the language used is most effective when it resonates with the specific tone and style of the target audience. Choosing words that connect with the audience's cultural and social context ensures that the message is clearly communicated and emotionally impactful.

291. (C) It consists of a series of efforts centered around a single theme.
An advertising campaign is defined as a coordinated and integrated series of promotional efforts executed across various media over a specific period. The key characteristic that distinguishes it from a standalone advertisement is that all these efforts are built around a single, central theme or idea. This consistent approach helps reinforce the message and achieve the organization's broader marketing objectives more effectively.

292. (A) The establishment of specific advertising objectives.
The development of an advertising campaign follows a systematic process. Once the situation analysis is completed through research of the product, market, and competition, the immediate next step is the establishment of specific advertising objectives. These objectives should be SMART: specific, measurable, achievable, relevant, and time-bound. Setting these goals provides a clear direction for the subsequent strategy and execution stages.

293. (D) be consistent and supportive of the company's pricing and distribution strategies.
The passage notes that an advertising campaign is a component of a broader marketing strategy and must be integrated with other elements of the marketing mix. This implies that the campaign should be consistent with and supportive of the company's pricing, distribution, and product development strategies. Such integration ensures that all business activities work together harmoniously to achieve the overall goals.

294. (B) measuring the campaign's performance against its stated objectives.
Evaluation is the final and crucial stage of an advertising campaign. This process involves measuring the actual effectiveness of the campaign by comparing its performance against the pre-determined objectives established earlier in the process. By analyzing metrics such as brand awareness or attitude change, advertisers can determine if the campaign succeeded and use these insights to inform future marketing communication efforts.

295. (C) specific, measurable, and time-bound.
The objective to increase unprompted brand awareness from 15% to 30% within six months is a clear example of a SMART objective. It is specific in its goal, measurable through percentages, and time-bound with a six-month deadline. These criteria are essential for creating effective advertising objectives that can be evaluated to determine the success or failure of a marketing campaign.

296. (D) To inform the initial strategy by understanding the market and consumer.
Formative research is conducted at the very beginning of the advertising process to provide essential data for strategy development. It involves consumer analysis, market segmentation, and product research to gain a deep understanding of the target audience and the competitive landscape. These insights allow advertisers to make informed decisions before moving on to the creative and media planning stages of the campaign.

297. (A) pre-testing or copy testing.
Pre-testing, also known as copy testing, is the practice of testing alternative versions of an advertisement with a sample of the target audience before the campaign is officially launched. This research aims to gauge factors such as attention, comprehension, and likeability.

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to move the consumer toward the subsequent stages of developing desire and eventually taking action.

263. (C) Affective (feeling)
The response stages in advertising are categorized into cognitive, affective, and conative types. In the Hierarchy of Effects model, 'Liking' and 'Preference' fall under the affective category because they relate to the consumer's feelings and emotional responses toward a brand. This stage follows the thinking or cognitive phase and precedes the doing or conative phase of the process.

264. (D) Action
The final stage of the AIDA model is focused on prompting a specific behavior from the consumer, such as making a purchase or an inquiry. A clear call-to-action, like telling the audience to visit a website or call a number immediately, is designed to trigger this response. This stage represents the transition from a state of desire to actual implementation.

265. (A) It provides a framework for creating messages tailored to the consumer's decision-making stage.
Understanding models like AIDA provides a valuable framework for advertisers to structure their campaigns effectively. By recognizing the stages consumers go through, advertisers can craft messages that are specifically appropriate for the consumer's current position in the decision-making process. This strategic approach helps guide individuals through a logical sequence from initial awareness to the final purchase or desired action.

266. (B) To build and increase the value a brand holds in the marketplace.
Strategic brand management focuses on the creation, maintenance, and enhancement of a brand to build brand equity. This equity represents the total value that a brand holds within the marketplace, derived from consumer perceptions and experiences. By increasing this value, a company can achieve customer loyalty and a significant competitive advantage over other firms operating in the same industry segment.

267. (B) Brand identity is how the company wants to be seen, while brand image is how consumers actually see it.
Brand identity is defined as how a company aims to be perceived by its audience, including its values, personality, and visual cues. In contrast, brand image is the actual perception of the brand held by consumers over time. Effective brand management works to ensure that the intended identity aligns with the resulting image through consistent messaging across all marketing channels.

268. (A) the value derived from consumer perception and experience of the brand.
Brand equity refers to the value a brand holds in the marketplace, which is fundamentally derived from consumer perceptions and their cumulative experiences with the brand. Positive equity is a critical goal of brand management as it can lead to customer loyalty and the ability to charge price premiums. It reflects the strength and reputation a brand has built over time.

269. (C) establishing brand positioning.
Brand positioning involves defining where a brand stands in relation to its competitors in the minds of the target audience. By marketing a luxury car as the safest and most technologically advanced vehicle in its class, the company is explicitly attempting to establish a unique and favorable position. This strategy helps differentiate the product from others in the competitive landscape.

270. (D) It is crucial for building a strong and distinct consumer perception over time.
Maintaining consistency across all marketing communications and consumer touchpoints is essential for effective brand management. Over time, delivering a consistent message helps build a strong, distinct, and favorable brand image in the minds of consumers. This reliability ensures that the brand identity is reinforced, leading to clear perceptions and long-term success in the marketplace for the product or service.

271. (C) The account services department
Within an advertising agency, the account services department, or account management, acts as the primary liaison between the agency and the client. This department is responsible for

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CHAPTER 05

Public Relations and Corporate Communication

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1. Which of the following is the most accurate definition of Public Relations?
(A) A strategic marketing tool that focuses on generating positive media coverage to increase commercial sales.
(B) A management function that maintains mutually beneficial relationships between a firm and its publics.
(C) The creative process of developing advertisements to persuade a target audience to buy a specific service.
(D) An internal communication function that is implemented to enhance employee morale and engagement levels.

2. Corporate Communication primarily focuses on which aspect of an organization?
(A) Managing all organizational communications to develop a positive corporate image.
(B) Organizing comprehensive internal training and professional development programs.
(C) Handling direct customer service complaints and managing complex service issues.
(D) Developing new commercial product lines and formulating marketing strategies.

3. Identify the incorrect statement regarding the scope of Public Relations.
(A) The scope of PR includes employee relations and internal communication.
(B) Community relations and corporate social responsibility are part of the PR scope.
(C) Public Relations is exclusively concerned with media relations and publicity.
(D) Government relations and lobbying fall within the purview of Public Relations.

4. Based on the statements given below, choose the correct option.
Statement I: Public Relations is a planned and sustained effort to establish and maintain goodwill and mutual understanding.
Statement II: Corporate Communication is a tactical function that only reacts to events as they happen.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

5. What is the fundamental difference between Public Relations and advertising?
(A) PR is a long-term strategy, while advertising is always a short-term tactic.
(B) PR is only for non-profit organizations, while advertising is for commercial entities.
(C) PR uses earned media, while advertising uses paid media.
(D) PR focuses on external publics, while advertising focuses on internal stakeholders.

6. The structure of a PR department in a government or state sector is primarily aimed at which of the following?
(A) Generating sustainable profits while maximizing financial value for organization shareholders.
(B) Communicating details regarding public policies and various social welfare schemes.
(C) Gaining a competitive advantage over private sector companies within the same market.
(D) Attracting international investment funds to support large-scale infrastructure projects.

7. In a private sector organization, the head of the PR/Corporate Communication department most often reports to whom?
(A) The Senior Manager of the Human Resources Department.
(B) The Executive Head of the Regional Sales

By identifying potential issues early, advertisers can modify the content to improve effectiveness and avoid the risk of costly failures.

298. (B) post-testing.
Measuring the performance of a campaign after it has been launched is known as post-testing or evaluation research. If a company wants to determine whether target consumers remember a main slogan after the ads have been running, they are conducting post-testing. This stage assesses metrics like message recall and attitude change to evaluate the actual impact of the advertising in the market.

299. (B) It helps improve ads and avoid costly failures before media purchase.
Pre-testing contributes significantly to the advertising process by allowing advertisers to test creative concepts before investing in media time. By gauging the audience's reaction to different versions of an ad, researchers can identify which elements work best. This process helps to optimize the messaging and prevent expensive mistakes, ensuring the final advertisement is more likely to achieve its intended persuasive impact.

300. (A) reduce uncertainty and hold campaigns accountable to measurable results.
Systematic research applied throughout the advertising process serves as an indispensable tool for informed decision-making. Its overall function is to reduce uncertainty by providing data-driven insights from the initial strategy phase to the final evaluation. This approach helps advertisers optimize their messaging and ensures that campaigns are held accountable to measurable outcomes, such as changes in brand awareness or sales performance.

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fragments to maintain control.

16. Consider the following statements about the ethics of Public Relations:
I. Upholding transparency and truthfulness is a core ethical principle.
II. Using deceptive practices like 'astroturfing' is considered ethical if it benefits the client.
III. PR professionals have an ethical obligation to protect confidential client information.
IV. The primary ethical duty of a PR practitioner is to the public interest, even if it conflicts with a client's immediate goals.
Which of the above statements are correct?
(A) I and II only
(B) I, III and IV only
(C) II and IV only
(D) I, II, III and IV

17. The term 'spin' in Public Relations is best described as:
(A) Fabricating entirely false narratives to intentionally deceive the general public.
(B) Interpreting information in a biased manner to favor a specific organizational interest.
(C) Rotating different spokespersons throughout the duration of a long-term campaign.
(D) Implementing a technical strategy designed to generate viral social media content.

18. What is 'astroturfing'?
(A) Masking sponsors to make a message appear as if it came from grassroots participants.
(B) Implementing a specific PR technique that focuses on environmental and green initiatives.
(C) Building professional relationships with journalists who specialize in agricultural news.
(D) An outdated method of distributing press releases via a traditional fax machine system.

19. A primary challenge in International Public Relations is:
(A) Finding a sufficient number of qualified PR professionals in developing countries.
(B) Managing the high operational costs associated with frequent international travel.
(C) Navigating various cultural nuances, legal systems, and existing language barriers.
(D) Overcoming the universal similarity of media consumption habits in modern markets.

20. What is the primary purpose of a communication audit?
(A) To verify the internal financial accounts of the corporate communications department.
(B) To identify and hire new qualified employees for the internal public relations team.
(C) To design and launch a new nationwide advertising campaign for a specific product.
(D) To evaluate an organization's communication activities and their overall effectiveness.

21. Which of the following is a method commonly used in conducting a communication audit?
(A) Monitoring the historical stock market performance of the organization.
(B) Analyzing the specific sales revenue figures from the previous fiscal quarter.
(C) Performing a content analysis of internal publications and media coverage.
(D) Conducting annual performance appraisals for non-communication staff members.

22. The concept of PR as a 'two-way symmetrical' communication model, which emphasizes mutual understanding and relationship building, is associated with which of the following?
(A) Edward Bernays
(B) James Grunig and Todd Hunt
(C) Ivy Lee
(D) P.T. Barnum

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23. Which of the following best describes the 'scope' of Corporate Communication?
(A) Producing the company's annual financial report for regulatory bodies.
(B) Focusing on marketing communications to drive immediate product sales.
(C) Administrative management of the internal organizational email server.
(D) Managing all communications to handle stakeholders and corporate reputation.

24. A key difference in the PR structure between a state government and a private company is that the state sector's PR is often called:

(A) Public Information Office or Directorate of Information and Public Relations.
(B) Brand Management and Integrated Marketing Communication Department.
(C) Investor Relations and Shareholder Communications Management Unit.
(D) Customer Relationship Management and Consumer Support Outreach Team.

25. Arrange the following stages of crisis communication management in the correct chronological order:
P. Post-crisis evaluation and learning
Q. Crisis response and communication
R. Pre-crisis preparedness and prevention
S. Signal detection and monitoring
(A) S, R, Q, P
(B) R, S, Q, P
(C) Q, P, S, R
(D) P, Q, R, S

26. Which of the following is a digital tool for corporate communication?
(A) Intranet
(B) Printed brochure
(C) Town hall meeting
(D) Physical press kit

27. A PR professional for a pharmaceutical company faces an ethical dilemma: the company wants to downplay the significance of a new study revealing minor side effects of a popular drug. What should be the professional's primary duty?
(A) Following the instructions of the client to maintain the professional relationship.
(B) Leaking the research data anonymously to a prominent investigative journalist.
(C) Creating a diversionary campaign that highlights the drug's medical benefits.
(D) Advocating for transparency and the public's right to receive accurate information.

28. The term 'Polycentric' approach in International Public Relations refers to:
(A) Implementing a standardized global PR strategy across all operational countries.
(B) Adapting PR strategies to the specific culture and needs of each host country.
(C) Focusing all organizational PR efforts on the home country's media and public.
(D) Utilizing multiple external PR agencies within one country for different tasks.

29. A communication audit involves analyzing the 'gaps' between which two elements?
(A) The financial budget allocated for PR and the actual amount of money spent.
(B) The quantity of press releases sent and the number of articles published.
(C) The message intended by the organization and the message publics perceive.
(D) The communication team's expected salary and their current compensation level.

30. In the structure of a non-profit's PR team, a significant amount of time is often dedicated to:
(A) Performing detailed analysis of competitor advertising strategies.
(B) Conducting complex reporting for the international stock market.
(C) Managing the complete lifecycle of new commercial product lines.
(D) Managing donor relations and providing support for grant writing.

31. Read the assertion and reason given below and choose the correct option.
Assertion (A): A well-structured PR department in a public sector undertaking (PSU) is crucial for maintaining public trust.
Reason (R): PSUs operate with public funds and have a mandate of public service, making transparency and accountability essential.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

32. What is a 'media kit' or 'press kit'?
(A) A monthly subscription service for digital newspapers and industry magazines.
(B) A pre-packaged set of promotional materials for media and journalists.
(C) A specialized software tool used for automated media monitoring and tracking.
(D) A formal legal document outlining the ownership structure of a media company.

33. Which of the following is an example of 'controlled media' in public relations?

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(A) A news story on a major television channel.
(B) A company's own employee newsletter.
(C) A critical blog post by an independent journalist.
(D) A feature article in a national newspaper.

34. A company facing a sudden product recall is in which stage of a crisis?
(A) Acute crisis stage
(B) Pre-crisis or prodromal stage
(C) Chronic crisis stage
(D) Crisis resolution stage

35. Consider the following statements about International Public Relations:
I. An ethnocentric approach assumes the home country's methods are superior and can be applied universally.
II. A geocentric approach seeks to create a single, integrated global strategy that is sensitive to local differences.
III. Language translation is the only major barrier in international PR.
IV. International PR is unnecessary in the age of the global internet.
V. Cultural intelligence is a critical skill for an international PR practitioner.
Which of the above statements are correct?
(A) I, II and V only
(B) I, III and IV only
(C) II, III and V only
(D) III, IV and V only

36. The concept that PR helps organizations adjust and adapt to their environments makes it a:
(A) Clerical function
(B) Sales function
(C) Technical function
(D) Management function

37. A key role of the PR department within a large private corporation is 'investor relations'. What does this involve?
(A) Managing relationships with all third-party material suppliers and vendors.
(B) Handling routine customer service inquiries and managing consumer complaints.
(C) Communicating with shareholders to build confidence in corporate strategy.
(D) Developing and placing commercial product advertisements in digital media.

38. Which of the following best illustrates a key difference in the PR structure of a government entity versus an NGO?
(A) NGOs typically operate with significantly larger PR budgets than government entities.
(B) Government PR follows strict protocols, while NGO PR is often more agile.
(C) Government PR focuses on fundraising, while NGO PR focuses on policy dissemination.
(D) NGO PR structures are universally more complex and layered than government versions.

39. Match List-I (PR Tool/Technique) with List-II (Description).
List I: (PR Tool/Technique)
P. Lobbying
Q. Sponsorship
R. House Journal
S. Press Conference
List II: (Description)
1. A publication for an organization's internal and external publics.
2. A formal meeting to announce major news to multiple journalists at once.
3. Financial or in-kind support of an event or cause for public recognition.
4. Direct effort to influence government legislation and regulation.
Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-1, S-2
(C) P-3, Q-4, R-2, S-1
(D) P-2, Q-1, R-4, S-3

40. An organization's immediate response to a crisis should prioritize:
(A) Prioritizing public safety and expressing compassion for any potential victims.
(B) Calculating the total financial impact and projected losses from the crisis event.
(C) Preparing a robust legal defense strategy against potential future lawsuits.
(D) Identifying a specific scapegoat or external party to blame for the incident.

41. A 'Code of Professional Standards' in PR, such as the one by the Public Relations Society of America (PRSA), primarily serves to:
(A) Guarantee a minimum salary for all PR

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practitioners worldwide.
(B) Act as a legal framework for prosecuting unethical practitioners.
(C) Provide ethical guidance and advance the professionalism of the field.
(D) Standardize the format for all press releases in a specific industry.

42. The process of analyzing how an organization is perceived by its key publics is a central part of a:
(A) Communication audit
(B) Financial audit
(C) Legal deposition
(D) Marketing survey

43. Which PR concept refers to the overall estimation in which an organization is held by its publics?
(A) Publicity
(B) Propaganda
(C) Brand image
(D) Reputation

44. In a centralized PR structure, where are most of the key communication decisions made?
(A) Within individual branch offices or departments.
(B) At the corporate headquarters.
(C) By an external PR agency.
(D) Through a committee of junior-level employees.

45. A 'pitch letter' is a PR tool used to:
(A) Announce quarterly earnings to a broad group of institutional investors.
(B) Invite the general public to attend a special promotional corporate event.
(C) Propose a specific story idea to an individual member of the media.
(D) Request a significant budget increase from the top organizational management.

46. What is the 'Stealing Thunder' strategy in crisis communication?
(A) Blaming a primary competitor for the crisis to divert the public's attention.
(B) Holding a press conference at the same time as a competitor's announcement.
(C) Using an extremely loud and aggressive tone in all crisis-related messaging.
(D) An organization breaking news of its own crisis before other parties do.

47. Identify the ethical issue from the following options.
(A) A PR firm representing two competing clients without their knowledge.
(B) A PR firm providing accurate and timely information to the news media.
(C) A PR firm advising a client to issue a public apology after a major mistake.
(D) A PR firm using research to understand current trends in public opinion.

48. Based on the statements given below, choose the correct option.
Statement I: An ethnocentric approach to international PR is highly effective in diverse global markets.
Statement II: A polycentric approach to international PR tailors communication strategies to the unique characteristics of each local culture.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

49. A communication audit that uses surveys, interviews, and focus groups to gather data from publics is employing which type of research?
(A) Secondary research
(B) Primary research
(C) Historical research
(D) Archival research

50. The term 'corporate identity' refers to:
(A) The visual manifestation of a company, such as its logo, name, and design.
(B) The company's legal registration number provided by government authorities.
(C) The total number of employees currently working in the entire organization.
(D) The physical location and architectural style of the company's headquarters.

51. A decentralized PR structure in a large multinational corporation would mean that:
(A) All PR activities worldwide are managed by a single team at the headquarters.
(B) The company does not have an internal PR department and relies solely on agencies.
(C) Regional managers have autonomy over their local public relations activities.

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(D) Only the CEO is authorized to speak to the media regarding any corporate matter.

52. Which of the following is NOT a component of a standard media kit?
(A) A backgrounder or fact sheet about the organization.
(B) Recent press releases.
(C) High-resolution photos of key executives or products.
(D) The personal contact information of the CEO's family.

53. Arrange the following steps for conducting a communication audit in a logical sequence:
P. Analyze the findings and identify gaps.
Q. Define communication objectives and key publics.
R. Collect data through surveys, interviews, and content analysis.
S. Present recommendations for improvement.
(A) Q, R, P, S
(B) R, Q, P, S
(C) P, S, Q, R
(D) Q, P, S, R

54. The 'denial' posture in crisis communication is most appropriate when:
(A) The organization is clearly at fault but wants to avoid legal liability.
(B) The organization is demonstrably not involved or there is no real crisis.
(C) The crisis is minor and will likely be forgotten quickly by the public.
(D) The media is reporting on the crisis aggressively to a wide audience.

55. Which of the following situations represents a conflict of interest in Public Relations ethics?
(A) A PR professional advises a client on the best way to formulate a public apology.
(B) A PR professional uses publicly available data to research a market trend.
(C) A PR professional works extra hours to meet a deadline for a client campaign.
(D) A PR professional holds shares in a client company without disclosing them.

56. The growth of International Public Relations is largely driven by:
(A) The globalization of both business operations and media networks.
(B) A significant decline in domestic market opportunities and growth.
(C) Stricter national regulations on public relations and advertising.
(D) The universal adoption of a single language for all business affairs.

57. The main objective of Corporate Communication is to build and maintain:
(A) Product Sales
(B) Employee Headcount
(C) Corporate Reputation
(D) Market Share

58. In the context of PR structure, what does 'outsourcing' refer to?
(A) Hiring an external PR agency or consultant to handle specific PR functions.
(B) Moving the internal PR department to another country to reduce operational costs.
(C) Assigning PR tasks to employees from other departments like marketing or HR.
(D) Automating all PR functions using specialized artificial intelligence software.

59. A 'Video News Release' (VNR) is essentially a:
(A) Documentary film about the company's historical background and founders.
(B) Training video designed for the orientation of new company employees.
(C) Live stream of a corporate event on various social media platforms.
(D) Press release formatted and produced for television news broadcast.

60. Read the assertion and reason given below and choose the correct option.
Assertion (A): A "no comment" response is often the best strategy during the initial stages of a crisis.
Reason (R): A "no comment" response can be interpreted by the public and media as an admission of guilt or a sign of hiding information, thus damaging credibility.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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Statement I: A communication audit is a one-time activity that, once completed, never needs to be repeated.
Statement II: A communication audit should be conducted periodically to track progress and adapt to changing environments.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

99. In the context of international PR, what does the 'Glocal' approach mean?
(A) Using only one global strategy for all markets.
(B) Focusing only on the local market and ignoring global trends.
(C) Thinking globally but acting locally by adapting to cultures.
(D) A PR strategy that is managed entirely by a government entity.

100. Which of the following is a primary goal of PR?
(A) To generate immediate sales.
(B) To create artistic advertisements.
(C) To enforce company policies.
(D) To build goodwill and mutual understanding.

101. Match List-I (Term) with List-II (Definition).
List I: (Term)
P. Corporate Image
Q. Corporate Identity
R. Corporate Reputation
S. Corporate Branding
List II: (Definition)
1. The sum of all visual and tangible elements chosen to represent the organization.
2. The long-term collective assessment of an organization's character and performance.
3. The immediate mental picture that publics have of an organization.
4. The process of creating and maintaining a specific name and image for the organization.
Codes:
(A) P-3, Q-1, R-2, S-4
(B) P-1, Q-2, R-3, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-4, Q-3, R-2, S-1

102. A large hospital's PR department would be part of which sector?
(A) Exclusively the public sector.
(B) Any sector depending on ownership and funding models.
(C) Exclusively the private sector.
(D) Exclusively the non-government sector.

103. The technique of organizing a 'familiarization tour' or 'fam trip' for journalists is intended to:
(A) Train journalists on how to write press releases.
(B) Sell vacation packages to media professionals.
(C) Conduct a formal audit of the media organization.
(D) Provide journalists first-hand experience of a location or service.

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104. Which of the following is an example of an issue for 'issues management', a proactive form of crisis communication?
(A) An emerging public debate over the impact of company packaging.
(B) A sudden factory explosion.
(C) A product recall due to contamination.
(D) A CEO's unexpected resignation.

105. Why is 'fairness' a key ethical principle in Public Relations?
(A) It means charging all clients the exact same fee, regardless of the work involved.
(B) It implies that only positive stories should ever be pitched to the media.
(C) It means respecting all opinions and supporting the right of free expression.
(D) It requires PR professionals to be fair only to their clients, at the expense of all other stakeholders.

106. Consider the following statements about international and domestic PR:
I. Domestic PR operates within a single, relatively homogenous cultural and legal system.
II. International PR must contend with multiple, often conflicting, cultural and legal systems.
III. The skills for domestic PR are perfectly and directly transferable to international PR without any need for adaptation.

(A) Issuing a press release to announce a new company hire.
(B) Hosting a press conference to clarify details about a product recall.
(C) Paying a journalist for a review and presenting it as unbiased content.
(D) Using social media to engage with customers and answer their questions.

70. The 'ethnocentric' approach in international PR is characterized by:
(A) Developing unique strategies for each foreign market.
(B) Applying home-country PR strategies to foreign markets without adaptation.
(C) Creating a single global strategy by combining best practices from around the world.
(D) Hiring only local nationals to run foreign PR operations.

71. A communication audit can help an organization determine if its communication efforts are aligned with its:
(A) Competitors' advertising strategies.
(B) The personal preferences of the PR manager.
(C) The latest social media trends only.
(D) Overall business objectives and mission.

72. What is the key difference between 'publicity' and 'public relations'?
(A) Publicity is one-way information; PR is a two-way relationship process.
(B) Publicity is always positive, while PR can involve managing negative news.
(C) Publicity is a paid form of communication, while PR is free.
(D) Publicity is a strategic management function, while PR is a short-term tactic.

73. Match List-I (PR Department Role) with List-II (Associated Sector).
List I: (PR Department Role)
P. Investor Relations
Q. Public Information Officer
R. Fundraising and Advocacy
S. Corporate and Social Responsibility
List II: (Associated Sector)
1. Non-Governmental Organization (NGO)
2. State Government
3. Public Sector Undertaking (PSU)
4. Private Sector Corporation
Codes:
(A) P-1, Q-3, R-2, S-4
(B) P-4, Q-2, R-1, S-3
(C) P-2, Q-4, R-3, S-1
(D) P-4, Q-1, R-2, S-3

74. A 'backgrounder' included in a press kit serves what purpose?
(A) Providing detailed historical and factual data about an organization or issue.
(B) Listing the names and contact details of all company employees.
(C) Offering a personal opinion from the CEO.
(D) Showing a gallery of product advertisements.

75. What are the key stages of a crisis?
(A) Beginning, Middle, End
(B) Pre-event, Event, Post-event
(C) Attack, Response, Recovery, Evaluation
(D) Prodromal, Acute, Chronic, Resolution

76. Consider the following statements about the ethics of Public Relations:
I. Honesty and accuracy are the foundation of ethical PR.
II. It is ethical to create front groups to obscure the source of a PR campaign.
III. Conflicts of interest should be avoided and disclosed if they arise.
IV. The ends always justify the means in achieving a client's objectives.
Which of the above statements are correct?
(A) I and III only
(B) II and IV only
(C) I, II and III only
(D) II, III and IV only

77. An 'international' PR program differs from a 'global' PR program in that:
(A) 'Global' programs are cheaper to implement than 'international' ones.
(B) 'International' programs are only for non-profits, while 'global' programs are for corporations.
(C) 'International' is country-specific; 'global' implies an integrated approach.
(D) There is no difference; the terms are perfectly interchangeable.

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78. A communication audit's scope should ideally include:
(A) Only external media coverage.
(B) Only the company's social media presence.
(C) Only internal employee emails.
(D) All internal and external communication channels and messages.

79. Corporate communication serves as the 'umbrella' for various communication disciplines. Which of the following falls under this umbrella?
(A) Media relations, internal communication, and crisis communication.
(B) Product manufacturing and logistics.
(C) Financial accounting and auditing.
(D) Human resource recruitment and payroll.

80. A major disadvantage of relying solely on an external PR agency is:
(A) Lack of access to specialized skills.
(B) Potential for a superficial understanding of the client's business.
(C) High fixed costs regardless of the amount of work done.
(D) The inability to provide an objective, outside perspective.

81. Arrange the following evolution of PR models in the correct chronological order:
P. Two-Way Symmetrical
Q. Press Agentry / Publicity
R. Two-Way Asymmetrical
S. Public Information
(A) Q, S, R, P
(B) P, R, S, Q
(C) S, Q, P, R
(D) Q, R, S, P

82. In crisis communication, what is a 'holding statement'?
(A) A brief, initial statement acknowledging the situation while more data is gathered.
(B) A legal document that puts a hold on all company assets.
(C) A final report detailing the resolution of the crisis.
(D) An internal memo telling employees not to speak to the media.

83. Read the assertion and reason given below and choose the correct option.
Assertion (A): Ethical PR practice requires professionals to safeguard the confidential information of their clients.
Reason (R): This duty of confidentiality is absolute and must be maintained even if a client is planning an action that would cause significant public harm.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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84. When a company localizes its PR messages, branding, and tactics for each country it operates in, it is using a:
(A) Ethnocentric strategy
(B) Geocentric strategy
(C) Monocentric strategy
(D) Polycentric strategy

85. Which of the following is a quantitative method used in a communication audit?
(A) Conducting in-depth interviews with senior management.
(B) Holding a focus group with key customers.
(C) Analyzing the number and tone of media mentions.
(D) Writing a case study of a past communication campaign.

86. What is the core concept behind Corporate Communication?
(A) To sell products through direct marketing channels.
(B) Managing all communication sources to project a coherent identity.
(C) To organize corporate events and parties for employees.
(D) To conduct legal negotiations on behalf of the company.

87. In the state sector, PR efforts are often focused on 'nation-building'. This primarily involves:
(A) Building new government offices and infrastructure.
(B) Increasing the profitability of state-owned enterprises.

(C) Competing with private sector companies for market share.
(D) Promoting social cohesion, national identity, and public participation.

88. Which of the following PR tools would be most appropriate for communicating complex financial performance details to investors and analysts?
(A) An annual report
(B) A social media infographic
(C) A press conference
(D) A 30-second video clip

89. An oil company experiences a major oil spill. Which of the following would be the most appropriate 'accommodative' crisis response strategy?
(A) Denying that the spill is significant.
(B) Blaming a subcontractor for the equipment failure.
(C) Apologizing, taking responsibility, and announcing cleanup measures.
(D) Stating "no comment" to all media inquiries.

90. Consider the following statements about key components of a professional PR code of ethics:
I. Advocacy
II. Honesty
III. Deception
IV. Expertise
V. Obfuscation
Which of the above statements are correct?
(A) I, II and IV only
(B) III, IV and V only
(C) I, III and V only
(D) II, III and IV only

91. The success of international public relations heavily depends on a practitioner's:
(A) Graphic design skills
(B) Financial accounting knowledge
(C) Legal expertise
(D) Cross-cultural competency

92. A communication audit is best described as what type of function?
(A) A hiring tool
(B) A diagnostic tool
(C) A sales tool
(D) A legal tool

93. Public Relations is considered a 'strategic' management function because:
(A) It is the most expensive department in most organizations.
(B) It involves writing press releases and managing social media accounts.
(C) It helps manage relationships and reputation to achieve long-term goals.
(D) It reports directly to the marketing department.

94. What is a key advantage of a hybrid PR structure, which combines an in-house team with external agency support?
(A) It is always the cheapest option for an organization.
(B) It simplifies the chain of command for all communication decisions.
(C) It eliminates the need for an internal PR manager.
(D) It provides internal knowledge alongside external specialization.

95. 'Lobbying', as a PR technique, is most focused on influencing which public?
(A) Government and legislators
(B) Consumers
(C) Employees
(D) The media

96. During a crisis, establishing a dedicated crisis communication center (or 'war room') is important for:
(A) Hiding information from the public and the media.
(B) Centralizing info flow and coordinating the response team's activities.
(C) Holding meetings that are not related to the crisis.
(D) Designing a new marketing campaign.

97. The concept of a 'fiduciary relationship' in PR ethics implies that the practitioner has a duty to:
(A) Always prioritize their own financial gain.
(B) Act in the best interest of the client, based on trust and confidence.
(C) Follow the instructions of the media.
(D) Disclose all client information to the public.

98. Based on the statements given below, choose the correct option.

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117. Arrange the following crisis response strategies on a continuum from purely defensive to highly accommodative:
P. Full apology
Q. Attack the accuser
R. Justification
S. Denial
(A) S, Q, R, P
(B) Q, S, R, P
(C) P, R, S, Q
(D) S, R, Q, P

118. Which of the following is a core value in the PRSA Code of Ethics?
(A) Secrecy
(B) Independence
(C) Ambiguity
(D) Profitability

119. A communication audit can be compared to what kind of medical procedure?
(A) A cosmetic surgery
(B) A first-aid treatment
(C) A prescription for medicine
(D) A comprehensive health check-up

120. Which of the following is NOT within the scope of corporate communication?
(A) Managing the supply chain and logistics of product distribution.
(B) Managing internal communications to employees.
(C) Managing media relations and publicity.
(D) Managing the corporate brand and reputation.

121. In the PR structure of a state government's Information Department, what is a common role?
(A) Setting the share price for public sector undertakings.
(B) Creating advertising campaigns for private companies.
(C) Liaising with the media on behalf of government ministries.
(D) Managing shareholder dividend payments.

122. Which of the following best describes the use of social media as a PR tool?
(A) It allows for direct, two-way engagement with publics in real-time.
(B) It is a one-way channel for broadcasting press releases.
(C) It is used exclusively for communicating with investors.
(D) It is a platform that is not subject to ethical considerations.

123. The 'prodromal' stage of a crisis is characterized by:
(A) The peak of the crisis, when the most damage is occurring.
(B) The long-term aftermath and recovery period.
(C) The final resolution and a return to normalcy.
(D) Early warning signs or hints of a potential crisis situation.

124. Consider the following statements regarding ethics in PR:
I. Ethical PR enhances the credibility and trustworthiness of the organization.
II. 'Spin' is an ethical technique for presenting facts in the best possible light.
III. Gifting expensive items to journalists to ensure favorable coverage is an acceptable practice.
IV. PR professionals must balance their duty to their client with their duty to the public interest.
V. Anonymously posting negative comments about a competitor is ethical.
Which of the above statements are correct?
(A) I and IV only
(B) II and III only
(C) I, II and V only
(D) III, IV and V only

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125. The field of 'public diplomacy', often managed by governments, is a form of:
(A) Corporate Public Relations
(B) Non-profit Public Relations
(C) International Public Relations
(D) Internal Public Relations

126. What does a "communication gap" identified in an audit refer to?
(A) The physical distance between the PR department and the CEO's office.
(B) The time delay in a satellite broadcast.
(C) The lack of communication between two

IV. Media systems and journalistic practices are uniform across the globe.

Which of the above statements are correct?
(A) I and II only
(B) III and IV only
(C) I, II and III only
(D) I, II, III and IV

107. A communication audit that examines existing materials like annual reports, press releases, and website content is conducting:
(A) A readership survey
(B) A focus group
(C) An experiment
(D) Content analysis

108. The management of communication between an organization and its publics is the definition of:
(A) Human Resources
(B) Public Relations
(C) Financial Management
(D) Operations Management

109. In many non-government organizations (NGOs), the PR function is often integrated with or heavily supports which other department?
(A) Legal/Compliance
(B) Information Technology
(C) Fundraising/Development
(D) Research and Development

110. A 'fact sheet' is a PR tool that presents information in what format?
(A) A long, narrative story.
(B) A high-quality photograph.
(C) A transcript of a speech.
(D) A concise, easy-to-read list of key facts and bullet points.

111. Read the assertion and reason given below and choose the correct option.
Assertion (A): In a crisis, the top leadership of the organization (e.g., the CEO) should be visible and actively involved in the communication efforts.
Reason (R): The visibility of top leadership demonstrates that the organization is taking the situation seriously at the highest level, which can help restore public confidence.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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112. The term 'greenwashing' refers to the unethical practice of:
(A) Donating money to environmental causes.
(B) Falsely promoting policies as environmentally friendly when they are not.
(C) Using green-colored logos and branding.
(D) Cleaning up a polluted area as a CSR activity.

113. A key benefit of conducting a communication audit is that it:
(A) Guarantees an increase in sales for the next quarter.
(B) Provides a baseline for measuring effectiveness of future activities.
(C) Fulfills a legal requirement for all publicly traded companies.
(D) Automatically generates a full year's worth of PR content.

114. The concept of 'corporate conscience' is most closely associated with which function of PR?
(A) Advising management on ethical conduct and social responsibility.
(B) Writing speeches for executives.
(C) Designing advertisements.
(D) Managing the company's social media accounts.

115. A private sector company's PR department is most likely to have a dedicated sub-function for:
(A) Public Policy Dissemination
(B) International Diplomacy
(C) Investor Relations
(D) Social Welfare Schemes

116. A 'Special Event' in public relations is designed to:
(A) Be a private party for employees only.
(B) Raise funds for a political campaign.
(C) Serve as a regular sales meeting.
(D) Attract media attention and create positive target interactions.

61. Consider the following statements about the scope of Public Relations:
I. Public Relations is only about writing press releases.
II. It includes managing relationships with investors, employees, and the community.
III. Crisis management is a critical component of the PR function.
IV. It does not involve any form of research or evaluation.
V. It plays a role in shaping an organization's public policy positions.
Which of the above statements are correct?
(A) I, III and V only
(B) II, III and V only
(C) I, II and IV only
(D) II, IV and V only

62. The ethical principle of 'disclosure of information' in PR means:
(A) Keeping all sensitive client information secret under every professional circumstance.
(B) Releasing only positive and favorable information about an organization's status.
(C) Disclosing the highly confidential trade secrets of a primary market competitor.
(D) Being transparent about the source and the intent of communication efforts.

63. Which of the following is a major consideration for a PR campaign in a 'high-context' culture like Japan, as opposed to a 'low-context' culture like the USA?
(A) Relying more on non-verbal cues and relationships than direct statements.
(B) Ensuring all messages are extremely direct, literal, and highly detailed.
(C) Prioritizing the speed of communication over the relationship with the audience.
(D) Using informal language and humor as an acceptable standard for all campaigns.

64. One of the final steps in a communication audit is to develop a benchmark. What does this entail?
(A) Calculating the total financial cost of the entire communication audit process.
(B) Creating a standard to measure future communication efforts against.
(C) Presenting all audit findings to the legal department for official review.
(D) Benchmarking the salaries of the team against existing industry averages.

65. The concept of 'publics' in PR is best defined as:
(A) The entire general population residing within a specific country.
(B) Groups of people who share a common interest in a given situation.
(C) Only the specific customers who purchase a company's physical products.
(D) Only the professional journalists who cover a specific corporate industry.

66. What is a primary advantage of having an in-house PR department compared to outsourcing to an agency?
(A) Deeper knowledge of the organization's culture, products, and personnel.
(B) Access to a wider range of specialists and fresh, objective viewpoints.
(C) Lower fixed costs, as the organization only pays for services rendered.
(D) Greater flexibility in scaling PR efforts up or down as needed.

67. Corporate Social Responsibility (CSR) is a powerful PR tool because it:
(A) Guarantees an immediate and measurable increase in product sales.
(B) Is a legal requirement for all companies, regardless of size or sector.
(C) Enhances reputation by demonstrating commitment to ethical behavior.
(D) Reduces the need for all other forms of marketing and communication.

68. In Situational Crisis Communication Theory (SCCT), an organization's reputational threat is lowest in which crisis cluster?
(A) The accidental cluster (e.g., technical-error accidents, challenges).
(B) The preventable cluster (e.g., human-error accidents, organizational misdeeds).
(C) The rumor cluster (e.g., false information spread by others).
(D) The victim cluster (e.g., natural disasters, product tampering).

69. Which of the following is an example of an unethical communication practice in PR?

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employees.
(D) Discrepancy between organization messaging and audience perception.

127. The primary goal of Corporate Communication is to create a favourable:
(A) Corporate Reputation
(B) Sales Figure
(C) Stock Price
(D) Employee Turnover Rate

128. What is a key reason for a non-profit organization to have a structured PR function?
(A) To compete directly with for-profit businesses on product quality.
(B) To build credibility and public trust to encourage donations.
(C) To manage dividends for its shareholders.
(D) To lobby for lower corporate tax rates.

129. 'B-roll' footage provided to television stations is a PR tool consisting of:
(A) The final, edited advertisement for a product.
(B) Unedited video material news stations use to create stories.
(C) A blooper reel from a corporate video shoot.
(D) A recording of a radio interview.

130. A key objective of post-crisis communication is to:
(A) Communicate the steps being taken to prevent a recurrence.
(B) Find an employee to blame for the incident.
(C) Immediately launch a new product to divert attention.
(D) Cease all communication with the public.

131. Match List-I (Ethical Violation) with List-II (Description).
List I: (Ethical Violation)
P. Greenwashing
Q. Astroturfing
R. Spin
S. Conflict of Interest
List II: (Description)
1. Presenting biased information to manipulate public opinion.
2. Falsely claiming to be environmentally friendly.
3. A situation where personal interests compromise professional duties.
4. Creating a fake grassroots movement.
Codes:
(A) P-1, Q-3, R-4, S-2
(B) P-2, Q-4, R-1, S-3
(C) P-4, Q-2, R-3, S-1
(D) P-3, Q-1, R-2, S-4

132. A communication audit is most effective when:
(A) It is conducted secretly without the knowledge of employees.
(B) It focuses only on the positive aspects of the organization's communication.
(C) It is performed by the most junior member of the PR team.
(D) It has full support and participation from top management.

133. The concept that an organization must be a 'good corporate citizen' is a central theme in:
(A) Financial Auditing
(B) Supply Chain Management
(C) Public Relations
(D) Information Technology Security

134. Which of the following is a characteristic function of a PR department in a public sector undertaking (PSU)?
(A) Maximizing short-term profit for foreign investors.
(B) Highlighting contribution to development and social obligations.
(C) Creating aggressive advertising campaigns against private competitors.
(D) Exclusively focusing on internal employee communication.

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135. A 'spokesperson' is a PR tool/resource that serves to:
(A) Write all the press releases for the company.
(B) Design the company's logo and website.
(C) Manage the PR department's budget.
(D) Provide a single, consistent voice for the organization.

136. Read the assertion and reason given below and choose the correct option.
Assertion (A): In crisis communication, speed of response is crucial.
Reason (R): A rapid response allows the organization to frame the story and be seen

List I: (PR Tool)
P. Annual Report
Q. Pitch Letter
R. Intranet
S. CSR Program
List II: (Primary Purpose)
1. To propose a story idea to a journalist.
2. To communicate with employees.
3. To demonstrate social commitment and build goodwill.
4. To communicate financial health to shareholders.
Codes:
(A) P-4, Q-1, R-2, S-3
(B) P-1, Q-4, R-3, S-2
(C) P-3, Q-2, R-1, S-4
(D) P-2, Q-3, R-4, S-1

217. In a crisis, what is the problem with speculating or providing unconfirmed information?
(A) It helps to calm the public by showing that the organization has answers.
(B) It is a required legal step in crisis management.
(C) It can create rumors, erode credibility, and cause further damage.
(D) It allows the organization to control the narrative effectively.

218. Read the assertion and reason given below and choose the correct option.
Assertion (A): A PR professional should immediately correct any erroneous information they have disseminated.
Reason (R): Maintaining credibility and trust with the media and the public is a core ethical responsibility that requires honesty and accuracy.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

219. Which of the following is NOT a primary objective of a communication audit?
(A) To evaluate the effectiveness of communication channels.
(B) To measure the impact of communication on audiences.
(C) To provide recommendations for improving communication strategy.
(D) To discipline employees who communicate poorly.

220. The scope of public relations is best described as:
(A) Narrowly focused on writing press releases for the media.
(B) Broad and multifaceted, covering many stakeholder groups.
(C) Limited to event management and party planning.
(D) Exclusively concerned with advertising and marketing.

221. An in-house PR department in a private company is often seen as a 'cost center'. What does this mean?
(A) It is the most profitable department in the company.
(B) It is responsible for setting the prices of the company's products.
(C) It incurs costs for the company without directly generating revenue.
(D) It is a department that has an unlimited budget.

222. Consider the following statements about PR tools:
I. A press conference is a tool for disseminating major news to multiple media outlets simultaneously.
II. A house journal or newsletter is primarily a tool for internal communication with employees.
III. A website is a controlled media tool that allows an organization to publish its own content directly.
IV. An advertisement is considered 'earned media' and is a primary tool of PR.
Which of the above statements are correct?
(A) I, II and III only
(B) II and IV only
(C) I and IV only
(D) I, II, III and IV

223. What is the most important quality for a crisis spokesperson?
(A) Credibility
(B) Humor

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146. The proactive identification and management of trends and events in the public sphere that could affect an organization's future is called:
(A) Issues Management
(B) Reputation Management
(C) Brand Management
(D) Event Management

147. A decentralized PR structure is often most effective for:
(A) A small, local start-up company.
(B) A highly centralized government agency.
(C) A large corporation operating in diverse cultural markets.
(D) An organization where all decisions are made by the founder.

148. Which of the following is an 'uncontrolled' PR tool?
(A) A company's own website.
(B) A corporate advertisement.
(C) An annual report.
(D) A news story resulting from a press release.

149. Arrange the following actions of a PR team during an acute crisis in the correct chronological order:
P. Issue holding statements.
Q. Activate the crisis communication plan.
R. Monitor media and public response.
S. Verify the facts and assess the situation.
(A) Q, S, P, R
(B) S, Q, P, R
(C) P, Q, R, S
(D) S, P, R, Q

150. A PR practitioner who knowingly spreads false rumors about a client's competitor is violating the ethical principle of:
(A) Loyalty
(B) Honesty
(C) Expertise
(D) Independence

151. Consider the following statements regarding components to be assessed in a communication audit:
I. Clarity of messaging
II. Channel effectiveness
III. Audience reception and feedback
IV. Alignment with organizational goals
V. Competitor's cafeteria menu
Which of the above statements are correct?
(A) I, II, III, and IV only
(B) I, III, and V only
(C) II, IV, and V only
(D) I, II, and V only

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152. The scope of public relations extends to building relationships with which of the following?
(A) Employees, customers, media, and government agencies.
(B) Only paying customers.
(C) Only the news media.
(D) Only the company's executives.

153. A primary difference in the PR structure between the public sector and the private sector is the level of:
(A) Focus on creativity and innovation.
(B) Need for brand management.
(C) Political influence and public accountability.
(D) Use of social media.

154. What is a 'pitch' in the context of media relations?
(A) A brief, persuasive message sent to a journalist to spark interest.
(B) The final published article.
(C) A formal contract between a company and a media outlet.
(D) A public speech delivered by a CEO.

155. A company's CEO is caught in a personal scandal unrelated to the business. This represents what kind of crisis for the organization?
(A) An operational crisis that affects product delivery.
(B) A financial crisis that immediately impacts the bottom line.
(C) Not a crisis for the organization, only for the individual.
(D) A reputational crisis requiring careful communication management.

156. Based on the statements given below, choose the correct option.
Statement I: The primary purpose of a professional code of ethics in PR is to provide a legal basis for suing practitioners.
Statement II: Professional codes of ethics in PR are intended to guide practice, build public

(C) Prioritizing personal financial gain over the client's interests.
(D) Protecting client information and representing them with honor.

197. The term 'diaspora' is relevant to international PR because:
(A) It refers to a specific type of legal system.
(B) It describes a global media conglomerate.
(C) Expatriate communities can bridge home and host countries.
(D) It is a model for crisis communication.

198. A 'SWOT' analysis (Strengths, Weaknesses, Opportunities, Threats) is often used in the initial stages of a communication audit to:
(A) Calculate the financial return on investment of a campaign.
(B) Assess the communication function in its current environment.
(C) Design a new logo.
(D) Write a press release.

199. What is a "latent public" in situational theory?
(A) A group that faces a similar problem but does not recognize it yet.
(B) A group that recognizes a problem and is actively seeking a solution.
(C) A group that is actively communicating and organizing.
(D) A group that is not affected by the organization's actions at all.

200. In the government sector, the Public Relations Officer (PRO) often has a structure and responsibility defined by:
(A) Government service rules and administrative hierarchies.
(B) The company's board of directors.
(C) The demands of the stock market.
(D) The fundraising targets of the organization.

201. Which of the following is a core characteristic of a crisis?
(A) A predictable event that is easy to manage.
(B) A situation that only affects the internal employees of a company.
(C) A high level of uncertainty and a potential for negative outcomes.
(D) An event that always results in positive media coverage.

202. Read the assertion and reason given below and choose the correct option.
Assertion (A): Ethical public relations contributes to informed decision-making in a democratic society.
Reason (R): By providing accurate information and a platform for various viewpoints, PR helps publics and organizations make decisions based on facts and discourse.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

203. Consider the following tools or techniques for PR and Corporate Communication:
I. Press Release
II. Annual Report
III. Social Media Engagement
IV. Crisis Management Plan
V. Point-of-Sale display
Which of the above statements are correct?
(A) I, II and III only
(B) I, II, III, and IV only
(C) V only
(D) IV and V only

204. In international PR, 'Power Distance' as a cultural dimension refers to:
(A) The physical distance between two countries.
(B) Extent to which members expect power to be distributed unequally.
(C) The strength of a country's military.
(D) The difference in internet speeds between nations.

205. The primary audience for a company's internal communication audit would be:
(A) Customers and the general public.
(B) The media and journalists.
(C) Employees and management.
(D) Government regulators.

206. Corporate communication differs from older concepts of public relations in that it is typically more:
(A) Tactical, fragmented, and publicity-focused.
(B) Focused only on media relations.

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166. A typical PR structure in a large private corporation might be divided into functions such as:
(A) Manufacturing, Sales, and Logistics.
(B) Media Relations, Investor Relations, and Internal Communications.
(C) Accounts Payable, Accounts Receivable, and Payroll.
(D) Recruitment, Training, and Compensation.

167. Which of the following is the best example of a Corporate Social Responsibility (CSR) activity used as a PR tool?
(A) A company paying its taxes on time.
(B) A manufacturing firm obeying basic environmental laws.
(C) A retail company running a sales promotion.
(D) A tech company funding digital literacy in underserved areas.

168. An airline's IT system fails, leading to mass cancellations and stranding thousands of passengers. This is an example of what kind of crisis?
(A) An operational crisis
(B) A reputational crisis based on a rumor
(C) A legislative crisis
(D) A natural disaster crisis

169. Read the assertion and reason given below and choose the correct option.
Assertion (A): International PR campaigns require a deep understanding of local customs, values, and media landscapes.
Reason (R): A message or symbol that is positive in one culture can be neutral or even highly offensive in another, leading to campaign failure.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

170. Which of the following is a primary objective of a communication audit?
(A) To identify inconsistencies between desired image and actual reputation.
(B) To secure funding for the next financial year.
(C) To create a new advertising jingle.
(D) To conduct performance reviews for the sales team.

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171. The scope of corporate communication includes managing the organization's:
(A) Product inventory levels.
(B) Real estate assets.
(C) Legal contracts with vendors.
(D) Identity, image, and reputation.

172. The PR function in a non-government organization (NGO) often has to work with a smaller budget, leading to a greater reliance on:
(A) Creative, low-cost tactics and building strong media relationships.
(B) Expensive, large-scale advertising campaigns.
(C) High-profile celebrity endorsements.
(D) Extensive lobbying efforts.

173. What are the two primary categories of PR tools?
(A) Expensive and inexpensive tools.
(B) Digital and analog tools.
(C) Controlled and uncontrolled media.
(D) Internal and external tools.

174. In the post-crisis phase, it is crucial for an organization to:
(A) Pretend the crisis never happened.
(B) Immediately fire the entire communication team.
(C) Stop all communication with stakeholders.
(D) Fulfill promises and evaluate performance for future learning.

175. Which ethical principle is most at risk when a PR firm engages in 'astroturfing'?
(A) Honesty and disclosure of information.
(B) Loyalty to the client.
(C) Expertise in communication.
(D) Fairness to competitors.

176. Consider the following statements regarding essential considerations for effective international PR:
I. Cultural sensitivity
II. Language barriers
III. Local media habits
IV. Political and legal environment
V. The assumption that all foreign markets are identical to the home market

Which of the above statements are correct?
(A) I, II, III, and IV only
(B) I and V only
(C) V only
(D) II, III, and V only

177. A 'communication bottleneck' identified during an audit refers to:
(A) A very effective and fast communication channel.
(B) A point in the organization where communication flow is blocked.
(C) The physical bottle used at a corporate event.
(D) A type of font used in publications.

178. The phrase "the public be damned" represents the opposite of modern PR's core concept, which is:
(A) Mutual understanding and public consent.
(B) Profit maximization at all costs.
(C) One-way propaganda.
(D) Media manipulation.

179. A government PR professional's job often differs from a corporate PR professional's job in that the government professional:
(A) Is primarily focused on increasing shareholder value.
(B) Has a much larger budget for advertising.
(C) Has a primary duty to inform citizens rather than sell a product.
(D) Operates with fewer regulations and less oversight.

180. An 'Op-Ed' (opposite the editorial page) is a PR tool where:
(A) An executive writes an opinion article for a newspaper.
(B) A company buys a full-page advertisement.
(C) A journalist writes a critical review of a company.
(D) A newspaper publishes its own editorial opinion.

181. What is 'issues management'?
(A) The reactive management of a sudden disaster.
(B) The process of managing the technical issues in a company's IT department.
(C) A proactive process of evaluating policy issues that affect an organization.
(D) A system for handling customer complaints.

182. A PR professional who refuses a client's request to spread false information about a competitor is upholding the ethical principle of:
(A) Confidentiality
(B) Honesty
(C) Loyalty
(D) Advocacy

183. Based on the statements given below, choose the correct option.
Statement I: Global public relations involves implementing one uniform communication strategy across all countries.
Statement II: International public relations involves tailoring different communication strategies for each specific country or region.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

184. The 'readability' tests (e.g., Flesch-Kincaid) used in a communication audit are designed to measure:
(A) The ease with which a written text can be understood.
(B) The number of people who have read a document.
(C) The factual accuracy of a document.
(D) The visual appeal of a document's layout.

185. The core of Public Relations is fundamentally about managing:
(A) Money
(B) Products
(C) Relationships
(D) Buildings

186. Which of the following is a potential conflict between the PR department in a private company and its legal department?
(A) PR may advocate for transparency while legal advises minimal disclosure.
(B) PR wants to increase the budget, while legal wants to decrease it.
(C) PR is responsible for external communication, while legal is responsible for internal communication.

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(D) There are never any conflicts between these two departments.

187. Which tool would be considered a specific digital resource for Corporate Communication?
(A) Public Opinion
(B) Stakeholder Theory
(C) Two-way Symmetrical Model
(D) Employee Intranet Portal

188. Match List-I (Crisis Type) with List-II (Example).
List I: (Crisis Type)
P. Natural Disaster
Q. Malevolence
R. Technical Breakdown
S. Human Breakdown
List II: (Example)
1. An employee opens a contaminated valve by mistake.
2. A disgruntled ex-employee sabotages the company's computer network.
3. A hurricane floods the company's main production facility.
4. A flaw in the design of a product leads to a recall.
Codes:
(A) P-1, Q-3, R-2, S-4
(B) P-3, Q-2, R-4, S-1
(C) P-2, Q-4, R-1, S-3
(D) P-4, Q-1, R-3, S-2

189. Which of the following is an example of 'due diligence' in the context of PR ethics?
(A) Completing work by the deadline set by the client.
(B) Remaining loyal to a client no matter the circumstances.
(C) Verifying facts to ensure all communication is accurate.
(D) Charging a fair price for services rendered.

190. What is 'public diplomacy'?
(A) A corporation's efforts to lobby government officials.
(B) An NGO's fundraising campaign.
(C) A company's internal communication strategy.
(D) A government communicating with foreign publics to promote interests.

191. A communication audit is analogous to which business process?
(A) A strategic review
(B) A sales pitch
(C) A hiring interview
(D) A product launch

192. The shift from one-way 'press agentry' to two-way 'symmetrical' communication marks the evolution of PR towards being more:
(A) Persuasive and manipulative.
(B) Ethical and strategic.
(C) Focused on publicity.
(D) Simple and tactical.

193. In a small start-up company, the PR function is often handled by:
(A) A large, dedicated department with many specialists.
(B) The founder or CEO in combination with other roles.
(C) An international PR agency.
(D) The Human Resources department exclusively.

194. A key benefit of using 'sponsorship' as a PR tool is:
(A) Associating with an event to generate positive publicity and goodwill.
(B) It guarantees that journalists will write positive stories.
(C) It is the least expensive PR tool available.
(D) It provides direct, measurable sales results.

195. Which of the following statements about crisis communication management is INCORRECT?
(A) A crisis can be an opportunity to demonstrate values and strengthen reputation.
(B) It is crucial to have a crisis plan in place before a crisis occurs.
(C) The best approach is to wait and see how the situation develops before communicating.
(D) Communication should be empathetic, honest, and frequent.

196. Which of the following demonstrates a PR professional's commitment to the ethical principle of 'loyalty'?
(A) Spreading false information to help a client.
(B) Representing conflicting interests without informing the parties.

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trust, and enhance the profession's reputation.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

157. A company launches a PR campaign in a foreign market that fails because its key message, when translated, is offensive to the local culture. This is a failure in:
(A) Domestic Public Relations
(B) Internal Public Relations
(C) International Public Relations
(D) Investor Public Relations

158. The 'feedback' loop is a critical component of a communication audit because it helps to understand:
(A) The total budget spent on communication.
(B) The number of people in the PR department.
(C) The company's annual profit.
(D) How target audiences are receiving and interpreting messages.

159. The difference between 'corporate image' and 'corporate reputation' is that image is more _____, while reputation is more _____.
(A) immediate and perceptual; long-term and performance-based
(B) long-term and stable; short-term and volatile
(C) internal; external
(D) tangible; intangible

160. What is a significant advantage of using an external PR agency over an in-house department?
(A) Loyalty and deep commitment to the organization.
(B) Objectivity and a fresh, outside perspective.
(C) Lower cost in all situations.
(D) Better understanding of the organization's internal politics.

161. Match List-I (PR Model) with List-II (Characteristic).
List I: (PR Model)
P. Press Agentry
Q. Public Information
R. Two-Way Asymmetrical
S. Two-Way Symmetrical
List II: (Characteristic)
1. Uses research to persuade publics to accept the organization's point of view.
2. Uses communication to negotiate with publics and resolve conflict.
3. One-way communication focused on truthful and accurate information dissemination.
4. One-way communication, often exaggerated or distorted, to 'hype' a cause.
Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-1, S-2
(C) P-3, Q-4, R-2, S-1
(D) P-2, Q-1, R-4, S-3

162. In a crisis, the role of the designated spokesperson is to:
(A) Be the single authoritative source for consistency and control.
(B) Personally answer every single phone call and email from the public.
(C) Decide on the legal strategy for the organization.
(D) Blame other departments for the crisis.

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163. The ethical concept of 'transparency' in PR is best demonstrated by:
(A) Hiding the true sponsor of a message.
(B) Using complex language to obscure facts.
(C) Clearly stating who is paying for a communication campaign.
(D) Refusing to answer any questions from the media.

164. A communication audit that involves focus groups and in-depth interviews is collecting what type of data?
(A) Quantitative
(B) Statistical
(C) Financial
(D) Qualitative

165. The definition of Public Relations as a "deliberate, planned, and sustained effort" emphasizes that PR is:
(A) An accidental or unplanned activity.
(B) A temporary campaign with a fixed end date.
(C) Proactive and long-term, not just reactive and short-term.
(D) An easy and effortless process.

(C) Reactive and unplanned.
(D) Strategic, integrated, and holistic.

207. A public sector undertaking (PSU) and a private corporation both launch a new product. A key difference in their PR approach would be:
(A) The PSU emphasizes national interest; the private firm focuses on profit.
(B) The private firm would not use PR at all.
(C) The PSU would not be concerned with media coverage.
(D) The private firm's PR would focus on public welfare schemes.

208. Which tool would be most effective for reaching a niche specialist audience of academics with a detailed announcement?
(A) A prime-time television advertisement.
(B) A targeted pitch to a specialized academic journal.
(C) A large public press conference.
(D) A social media post with a viral meme.

209. The 'scapegoating' tactic in crisis communication involves:
(A) Accepting full responsibility for the crisis.
(B) Blaming an individual to divert responsibility from the organization.
(C) Apologizing profusely to all affected parties.
(D) Denying that a crisis has occurred.

210. Why is 'independence' an important ethical value for PR professionals?
(A) It ensures they provide objective counsel and are accountable.
(B) It means they are free to ignore the client's wishes.
(C) It allows them to work completely alone without a team.
(D) It means they are not dependent on getting paid for their work.

211. Arrange the following PR-related concepts in the correct chronological order of their development:
P. Corporate Social Responsibility becomes a mainstream expectation.
Q. The rise of digital and social media transforms PR practice.
R. P.T. Barnum practices press agentry and 'hype'.
S. Edward Bernays applies psychological principles to PR campaigns.
(A) R, S, P, Q
(B) S, R, Q, P
(C) R, P, S, Q
(D) Q, P, R, S

212. A company that adopts a 'geocentric' approach to international PR would:
(A) Apply its home country's PR methods everywhere.
(B) Allow each foreign office to operate with complete independence.
(C) Focus its PR efforts solely on its home country.
(D) Strive for world-oriented strategies while remaining locally responsive.

213. A key qualitative outcome measured by a communication audit is:
(A) The number of press releases distributed.
(B) The website's click-through rate.
(C) The tone and quality of relationships with key stakeholders.
(D) The volume of social media mentions.

214. The concept of 'mutual benefit' is central to the definition of public relations because it suggests that:
(A) The organization should be the sole beneficiary of PR activities.
(B) The relationship should be beneficial to both the organization and its publics.
(C) The public should be the sole beneficiary of PR activities.
(D) PR should focus only on mutually exclusive goals.

215. A key difference in the PR structure of a government entity versus an NGO is:
(A) NGOs always have larger PR departments than governments.
(B) Government PR is less formal and bureaucratic.
(C) NGOs are not concerned with public opinion.
(D) Government PR uses taxes; NGO PR uses donations for a cause.

216. Match List-I (PR Tool) with List-II (Primary Purpose).

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as a credible source of information before misinformation spreads.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

137. Consider the following statements about ethics in Public Relations:
I. Ethics in PR are about creating a positive image at any cost.
II. Professional codes of conduct provide a framework for ethical decision-making.
III. Disseminating false or misleading information is a serious ethical breach.
IV. Client confidentiality can be breached for personal gain.
Which of the above statements are incorrect?
(A) I and IV only
(B) II and III only
(C) I, II and III only
(D) I, III and IV only

138. Which of the following is the LEAST likely challenge in International PR?
(A) The universal and standardized nature of media outlets worldwide.
(B) Varying levels of media freedom and censorship across countries.
(C) Differences in communication styles (e.g., direct vs. indirect).
(D) Diverse legal regulations concerning marketing and public relations.

139. A comprehensive communication audit typically begins with:
(A) Immediately surveying external customers.
(B) Redesigning the company logo.
(C) Interviewing a competitor's CEO.
(D) A review of the organization's mission, goals, and objectives.

140. Which of the following best defines 'Corporate Communication'?
(A) The task of writing and distributing the company's employee newsletter.
(B) A management function coordinating internal and external communication.
(C) A marketing technique focused on creating television commercials.
(D) The process of communicating exclusively with government regulators.

141. The Directorate of Advertising and Visual Publicity (DAVP) is a nodal agency of the Government of India that performs a function analogous to a PR/Ad agency for which sector?
(A) Private Sector
(B) Non-Governmental Sector
(C) State Sector
(D) International Sector

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142. A company newsletter for employees is a tool for which specific area of PR?
(A) Media Relations
(B) Investor Relations
(C) Community Relations
(D) Internal Relations

143. Which theory suggests that the choice of crisis response strategy depends on the level of crisis responsibility attributed to the organization by its publics?
(A) Situational Crisis Communication Theory (SCCT)
(B) Agenda-Setting Theory
(C) Uses and Gratifications Theory
(D) Diffusion of Innovations Theory

144. The ethical principle of 'advocacy' in the PRSA Code of Ethics means:
(A) Serving the public interest by acting as responsible advocates for those they represent.
(B) Both (A) and (C).
(C) Advocating for the PR profession above all other interests.
(D) Providing a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

145. What is the first step in conducting a communication audit?
(A) Analyzing the data collected.
(B) Establishing the scope and objectives of the audit.
(C) Writing the final report and recommendations.
(D) Interviewing external stakeholders.

(C) Aggressiveness
(D) Ambiguity

224. A PR firm representing a tobacco company and also an anti-smoking health organization would be in a clear situation of:
(A) Advocacy
(B) Conflict of interest
(C) Independence
(D) Expertise

225. A company doing business in several countries decides to create a single standardized advertising and PR campaign for every market. This is an example of a(n):
(A) Polycentric or International approach
(B) Ethnocentric or Global approach
(C) Geocentric or Glocal approach
(D) Regiocentric approach

226. What is a key purpose of conducting a communication audit before launching a major new PR campaign?
(A) To establish a baseline to measure future success against.
(B) To hire new staff for the campaign.
(C) To secure the necessary legal permits for the campaign.
(D) To ensure the campaign is more expensive than the competitor's.

227. A key component of the 'concept' of modern public relations is that it is a:
(A) One-way propaganda dissemination.
(B) Form of coercive communication.
(C) Two-way communication process.
(D) Tool solely for publicity.

228. The structure of PR in a government department is typically more _____ than in a private startup.
(A) Flexible and agile
(B) Profit-driven
(C) Informal
(D) Hierarchical and bureaucratic

229. The primary difference between a press release and a pitch is that a press release is _____, while a pitch is _____.
(A) always long; always short
(B) for internal audiences; for external audiences
(C) a formal broad announcement; a customized story idea for a journalist
(D) a paid placement; an earned placement

230. During a crisis, why is it important to communicate with internal stakeholders like employees?
(A) To find someone to blame for the crisis.
(B) They can be powerful ambassadors, and their morale is key to continuity.
(C) Employees are not an important public during a crisis.
(D) To inform them of upcoming layoffs as a result of the crisis.

231. A PR professional discovers their client has been deliberately lying to the public about product safety. What should the professional do?
(A) Help the client continue the lie more effectively.
(B) Leak the information anonymously to the press.
(C) Ignore the issue as it is the client's responsibility, not theirs.
(D) Advise the client to correct the info and consider terminating the link.

232. 'High-context' and 'low-context' are terms used in international PR to describe:
(A) Reliance on explicit words versus implicit, shared context.
(B) The level of technological development in a country.
(C) The amount of text used in an advertisement.
(D) The altitude at which a PR campaign is conducted.

233. A communication audit that focuses on how messages flow downwards, upwards, and horizontally within an organization is analyzing:
(A) External media coverage.
(B) Customer feedback channels.
(C) Internal communication networks.
(D) The company's financial statements.

234. The ultimate goal of most public relations activity is to:
(A) Influence attitudes and behaviors.
(B) Secure a large budget.
(C) Win creative awards.

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stringent ethical framework designed to ensure professionalism, integrity, and public trust. The ethics of public relations are grounded in principles of honesty, accuracy, fairness, and responsibility to the public. Practitioners are obligated to provide a reliable and truthful source of information, avoiding the dissemination of misinformation or misleading communications. This commitment to transparency is crucial for building and maintaining long-term credibility with both the media and the public. A key ethical dilemma often involves balancing loyalty to the employer or client with the professional duty to the public interest. Ethical codes, such as those established by professional bodies, provide guidance on navigating these complexities, advocating for practices like disclosing sponsors for causes, avoiding conflicts of interest, and maintaining confidentiality of client information while adhering to legal and public disclosure requirements. Ultimately, ethical PR is a strategic imperative; it fosters trust, which is the foundation of all mutually beneficial relationships that public relations seeks to build. An organization's reputation is an intangible asset built over time through consistent ethical behavior, and it can be destroyed in an instant by a single ethical lapse.

Based on the above source, attempt the following five questions.

286. According to the paragraph, what are the foundational principles of public relations ethics?
(A) Profit maximization, competitive advantage, and market dominance.
(B) Creativity, innovation, and speed of delivery.
(C) Ambiguity, strategic silence, and plausible deniability.
(D) Honesty, accuracy, fairness, and responsibility to the public.

287. The text identifies a key ethical dilemma in PR as balancing:
(A) the budget for digital media versus traditional media.
(B) the need for creativity with the demand for accuracy.
(C) loyalty to the client with the duty to the public interest.
(D) internal communication priorities with external communication needs.

288. What role do professional ethical codes play in public relations?
(A) They provide legally binding regulations that result in fines.
(B) They offer guidance on navigating ethical complexities like conflicts of interest.
(C) They are primarily concerned with setting fee structures for PR services.
(D) They are a tool for justifying the use of misleading information.

289. The paragraph suggests that ethical PR is a "strategic imperative." Why is this the case?
(A) Because unethical behavior is always illegal and leads to imprisonment.
(B) Because ethical conduct is the only way to get media coverage.
(C) Because it guarantees that the organization will be more profitable than its competitors.
(D) Because it fosters trust, which is the foundation of the relationships PR seeks to build.

290. What does the statement "An organization's reputation...can be destroyed in an instant by a single ethical lapse" imply?
(A) Reputation is fragile and depends heavily on consistent ethical conduct.
(B) Ethical issues in PR are rare and have minor consequences.
(C) Organizations can easily recover from ethical scandals without any long-term damage.
(D) Media outlets are solely responsible for an organization's ethical reputation.

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Direction : Please read the following source carefully.

International Public Relations addresses the challenges and opportunities of managing communication and reputation across different national and cultural boundaries. It is far more complex than domestic PR, as it requires a deep understanding of diverse cultural norms, political systems, legal frameworks, and media landscapes. A primary challenge is avoiding ethnocentrism—the tendency to believe one's own culture is superior—and instead adopting a geocentric approach that tailors strategies to local contexts. This involves adapting messages, tactics, and channels to resonate with local publics, a practice

is working, what is not, and where the gaps are, an audit allows an organization to make informed decisions.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

245. An American company using a celebrity in India for a local campaign who is well-loved there but unknown in the U.S. is an example of what approach to international PR?
(A) Ethnocentric (home-country focus)
(B) Geocentric (global integration)
(C) Polycentric (local adaptation)
(D) Egocentric (self-centered)

246. What is the fundamental scope of public relations?
(A) To manage only media relations.
(B) To manage an organization's relationship with all its relevant publics.
(C) To manage only employee relations.
(D) To manage only government relations.

247. The PR department of a state-owned enterprise (Public Sector Undertaking) must serve its commercial objectives and its:
(A) International investors.
(B) Private competitors.
(C) Founding family members.
(D) Public service mandate.

248. The practice of inviting influential bloggers to review a product or service is a modern PR technique primarily aimed at:
(A) Generating authentic, third-party endorsements and word-of-mouth.
(B) Securing traditional television coverage.
(C) Communicating directly with government regulators.
(D) Publishing a formal annual report.

249. Consider the following statements about purposes for conducting a communication audit:
I. To improve the effectiveness of an organization's communication.
II. To assess the alignment of communication with business goals.
III. To identify key messages and how well they are being received.
IV. To establish a benchmark for future measurement.
V. To guarantee an immediate increase in company stock price.
Which of the above statements are correct?
(A) I, II, III, and IV only
(B) V only
(C) II and V only
(D) I, III, and V only

250. An ethical dilemma arises for a PR practitioner when:
(A) There is a conflict between two or more ethical principles or values.
(B) A task is difficult and requires extra work.
(C) The client and the practitioner agree on a course of action.
(D) The media publishes a positive story about the client.

Direction : Please read the following source carefully.

Public Relations and Corporate Communication are often used interchangeably, but they represent distinct, albeit overlapping, concepts. Public Relations (PR) is fundamentally a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Its primary objective is to manage the organization's reputation and image by influencing public opinion and perception. The scope of PR is vast, encompassing media relations, community relations, internal communications, government affairs, and crisis management. Corporate Communication, on the other hand, is a broader, more holistic management function. It orchestrates and integrates all internal and external communication to create a favorable starting point for stakeholder engagement. While PR is a significant component of Corporate Communication, the latter also encompasses corporate identity, corporate branding, investor relations, and corporate social responsibility (CSR). Corporate Communication, therefore, provides the strategic umbrella under which various communication disciplines, including PR, advertising, and marketing communication, are harmonized to project a coherent and consistent

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organizational message. It is the conscience of the corporation, ensuring that all communication activities are aligned with the organization's mission, vision, and values, thereby managing the overall reputational capital.

Based on the above source, attempt the following five questions.

251. Which statement best encapsulates the primary distinction between Public Relations and Corporate Communication as described in the paragraph?
(A) Public Relations is external, while Corporate Communication is exclusively internal.
(B) Corporate Communication is a broader management function that integrates Public Relations as one of its components.
(C) Public Relations focuses on crisis management, whereas Corporate Communication focuses on corporate branding.
(D) Corporate Communication is a tool of Public Relations used for managing stakeholder relationships.

252. According to the source, what is the fundamental purpose of Public Relations?
(A) To build and maintain mutually beneficial relationships between an organization and its publics.
(B) To advertise the organization's products and services directly to consumers.
(C) To exclusively manage internal communication within an organization.
(D) To ensure all corporate communication aligns with marketing objectives.

253. The paragraph suggests that Corporate Communication acts as a "strategic umbrella." What does this imply?
(A) It protects the organization from negative media coverage.
(B) It is a singular, isolated communication activity.
(C) It harmonizes and aligns various communication disciplines for consistency.
(D) It prioritizes advertising over all other forms of communication.

254. Based on the text, which of the following would fall under the scope of Corporate Communication but is not solely a PR function?
(A) Issuing a press release to the media.
(B) Managing a company-wide social media account.
(C) Organizing a community outreach event.
(D) Developing a comprehensive corporate identity and branding strategy.

255. The text describes Corporate Communication as "the conscience of the corporation." This metaphor suggests that its role is to:
(A) police employee communication to prevent information leaks.
(B) focus solely on ethical and non-profit activities.
(C) ensure communication activities are aligned with the organization's core mission and values.
(D) generate guilt among competitors through aggressive campaigns.

Direction : Please read the following source carefully.

The structural framework of Public Relations within state and public sector undertakings is uniquely shaped by their mandate of public service, accountability, and political governance. Unlike the private sector, where the primary driver is profit and market competition, public sector PR is oriented towards information dissemination, policy advocacy, public education, and fostering citizen engagement. The structure is often hierarchical and bureaucratic, integrated within government ministries or public corporations, and subject to governmental protocols and regulations. Personnel in these roles function as public information officers, tasked with communicating government initiatives, achievements, and services to the populace through official channels. Their key publics include citizens, legislative bodies, media, and other government agencies. The performance of public sector PR is not measured in terms of sales or market share but by metrics such as public awareness, citizen satisfaction, transparency levels, and the successful implementation of public welfare campaigns. The communication is typically formal, non-promotional, and aims to build trust in public institutions rather than in a brand. This structure, while ensuring

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accountability, can sometimes lead to slower, less agile communication responses compared to the more dynamic private sector.

Based on the above source, attempt the following five questions.

256. What is the primary orientation of Public Relations in the state and public sector, according to the paragraph?
(A) Maximizing profit and shareholder value.
(B) Information dissemination, policy advocacy, and citizen engagement.
(C) Outperforming market competitors through aggressive branding.
(D) Focusing exclusively on international relations and diplomacy.

257. The paragraph suggests that the structure of public sector PR is often characterized by being:
(A) agile, flat, and highly dynamic.
(B) independent of government control and regulations.
(C) primarily focused on sales and promotional activities.
(D) hierarchical, bureaucratic, and subject to government protocols.

258. According to the text, how is the performance of public sector PR typically measured?
(A) By metrics like public awareness, citizen satisfaction, and transparency.
(B) By the volume of products sold and revenue generated.
(C) By the increase in the company's stock market value.
(D) By the number of advertisements placed in national media.

259. Which of the following is identified as a potential downside of the typical public sector PR structure?
(A) A lack of accountability to the public.
(B) An inability to communicate government initiatives.
(C) Slower and less agile communication responses.
(D) An overemphasis on promotional and brand-building activities.

260. In contrast to the private sector, the key publics for a state sector PR professional primarily include:
(A) citizens, legislative bodies, and other government agencies.
(B) only high-net-worth investors and financial analysts.
(C) exclusively rival corporations and their employees.
(D) consumers in a competitive marketplace.

Direction : Please read the following source carefully.

The structure and objectives of Public Relations in the private sector are fundamentally dictated by the dynamics of a competitive marketplace. The overarching goal is to support the organization's business objectives, which typically revolve around profitability, market share, and brand equity. Consequently, the PR function is strategically aligned with marketing, sales, and corporate strategy to build and protect the corporate brand and reputation. Private sector PR structures can vary from an in-house department, which may be a large, multi-specialist team in a multinational corporation, to a single communications manager in a smaller enterprise, or the work may be outsourced to a PR agency. A key focus is on creating a competitive advantage by fostering a positive image among crucial stakeholders, including customers, investors, employees, and the media. Communication is often persuasive and promotional, aimed at differentiating the company and its products from competitors. Performance is measured through tangible metrics like media impressions, sentiment analysis, lead generation, and ultimately, impact on the bottom line. This commercial orientation makes private sector PR more agile, proactive, and willing to embrace innovative, creative communication techniques to capture public attention and build brand loyalty.

Based on the above source, attempt the following five questions.

261. What is the principal driver of Public Relations activities in the private sector, as described in the text?
(A) Adherence to government protocols and regulations.
(B) The pursuit of public welfare and citizen

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274. Based on the text, what common objective do the press release, press conference, and media kit share?
(A) To facilitate media relations and help shape the public narrative.
(B) To generate direct sales and revenue.
(C) To recruit new employees and manage human resources.
(D) To communicate exclusively with government officials.

275. The paragraph implies that these traditional tools help an organization control its message by:
(A) bypassing the media and speaking directly to the public.
(B) paying journalists to publish favorable stories.
(C) providing journalists with timely and accurate information in a preferred format.
(D) preventing journalists from asking difficult questions.

Direction : Please read the following source carefully.

Alongside traditional tools, modern Public Relations and Corporate Communication heavily rely on a suite of digital techniques to engage directly with stakeholders in a fragmented media landscape. Social media management is a core technique, involving the creation and sharing of content on platforms like Twitter, Facebook, and LinkedIn to build brand personality, foster communities, and engage in two-way conversations. This is complemented by content marketing, a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Unlike traditional advertising, it provides value without an explicit sales pitch. Influencer engagement is another powerful technique, where organizations collaborate with individuals who have a dedicated social following and are viewed as experts in their niche. These influencers can lend credibility and extend the reach of a brand's message to a targeted audience. Finally, online reputation management (ORM) has become critical; it involves monitoring an organization's digital footprint and using strategies to address negative content and promote positive material. These techniques shift the focus from media gatekeepers to direct stakeholder dialogue, requiring practitioners to be adept at creating engaging content and managing real-time interactions.

Based on the above source, attempt the following five questions.

276. Which modern technique is described as being focused on creating and distributing valuable content to attract an audience without an explicit sales pitch?
(A) Content Marketing
(B) Social Media Management
(C) Online Reputation Management
(D) Influencer Engagement

277. According to the paragraph, what is the primary function of Online Reputation Management (ORM)?
(A) To create and share content on platforms like Twitter and Facebook.
(B) To collaborate with individuals who have a large social following.
(C) To produce long-form articles and blog posts for an organization's website.
(D) To monitor the digital footprint and address negative content.

278. The text suggests that a key difference between modern digital techniques and traditional tools is that modern techniques:
(A) rely exclusively on journalists as gatekeepers.
(B) enable direct stakeholder dialogue and two-way conversations.
(C) are less effective at reaching targeted audiences.
(D) are primarily used for internal communication only.

279. What is the described role of an 'influencer' in influencer engagement?
(A) To act as an official company spokesperson in a press conference.
(B) To write negative reviews about competitor products.
(C) To lend credibility and extend a brand's message to a targeted, dedicated following.
(D) To manage the organization's internal email communications.

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268. According to the text, how is success in non-government sector PR primarily measured?
(A) In terms of social impact, funds raised, and public engagement.
(B) Through revenue growth and stock performance.
(C) By the number of government contracts secured.
(D) By the quantity of persuasive advertisements aired.

269. Which of the following PR functions is identified as being particularly crucial for non-government organizations?
(A) Managing investor relations and quarterly earnings reports.
(B) Differentiating products from commercial competitors.
(C) Fundraising, donor relations, and volunteer recruitment.
(D) Disseminating official government information.

270. The paragraph states that communication in the non-government sector must be "authentic, transparent, and emotionally resonant." Why is this emphasis important?
(A) To comply with strict government advertising standards.
(B) To maximize the persuasive impact on a consumer audience.
(C) To ensure the communication appears sufficiently corporate and professional.
(D) To build a strong community of supporters and maintain public trust.

Direction : Please read the following source carefully.

The effective practice of Public Relations and Corporate Communication hinges on the strategic use of a diverse array of tools and techniques. Among the most fundamental tools are the press release, the press conference, and the media kit. A press release, or news release, is a written communication directed at members of the news media for the purpose of announcing something claimed as having news value. It is a primary tool for securing media coverage. The press conference is a more interactive tool, an event in which an organization's spokesperson makes a statement to journalists and, in most cases, responds to their questions. It is typically reserved for major announcements, crisis response, or issues of significant public interest where direct engagement with the media is necessary. A media kit, also known as a press kit, is a pre-packaged set of promotional materials that provides information about a person, company, organization, or cause. It is distributed to the media for promotional use and often includes fact sheets, backgrounders, high-resolution photographs, biographies of key personnel, and other supporting collateral. These traditional tools are designed to facilitate media relations by providing journalists with timely, accurate, and newsworthy information in a standardized format, thereby helping to shape the public narrative.

Based on the above source, attempt the following five questions.

271. According to the paragraph, what is the primary purpose of a press release?
(A) To serve as an internal memo for employees.
(B) To provide a comprehensive background of the company for investors.
(C) To announce something newsworthy to the media to secure coverage.
(D) To directly advertise a product to the end consumer.

272. A press conference is described as being most suitable for which of the following situations?
(A) Routine, minor company updates.
(B) Major announcements or crisis response requiring direct media interaction.
(C) Distributing a standard set of promotional materials.
(D) Communicating confidential information to a single journalist.

273. What is a media kit or press kit?
(A) A live event where a spokesperson answers questions from the public.
(B) A short, written announcement about a specific piece of news.
(C) A financial report intended for shareholders and analysts.
(D) A pre-packaged set of promotional and informational materials for the media.

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(D) Entertain the public.

235. Which of the following is a major reason a large private company might maintain an in-house PR department?
(A) Because it is a legal requirement for all large companies.
(B) To have access to a wider variety of objective opinions.
(C) Because external agencies are not specialized enough.
(D) To ensure confidentiality and have immediate access to counsel.

236. What distinguishes lobbying from other PR tools like media relations?
(A) Lobbying specifically targets policymakers to influence legislation.
(B) Lobbying is only used by non-profit organizations.
(C) Lobbying is always done in public, while media relations is done in private.
(D) Media relations is illegal, while lobbying is legal.

237. The 'chronic' stage of a crisis, also known as the post-mortem phase, is when:
(A) The crisis first breaks and is at its most intense.
(B) Warning signs of the crisis first appear.
(C) Dealing with lasting effects, litigation, and reputational damage.
(D) The organization has fully recovered and returned to normal.

238. Consider the following actions by a PR practitioner:
I. Informing a client of a potential conflict of interest.
II. Guaranteeing a specific, positive news story in a major newspaper.
III. Citing the sources of statistics used in a press release.
IV. Creating a fake online persona to praise a client's product.
Which of the above actions are ethical?
(A) I and III only
(B) II and IV only
(C) I, II and III only
(D) II, III and IV only

239. A communication audit is a systematic process. What is the final step?
(A) Presenting the report and recommendations to management.
(B) Collecting the initial data.
(C) Defining the research questions.
(D) Deciding on the research methodology.

240. The definition of Public Relations emphasizes a 'strategic communication process'. This highlights that PR is:
(A) An unplanned, reactive function that responds to events.
(B) A planned, research-based function central to mission.
(C) A process that is separate from the organization's overall strategy.
(D) A communication tactic that only involves social media.

241. What is the most significant PR challenge for a non-governmental organization (NGO) focused on a controversial issue?
(A) Generating profit for shareholders.
(B) Managing perception and combating misinformation from opposition.
(C) Adhering to government bureaucracy.
(D) Marketing a physical product.

242. An 'advertorial' is a PR tool that:
(A) Is a paid advertisement designed to look like a genuine editorial article.
(B) Is a news story written by an independent journalist.
(C) Is a company's internal newsletter.
(D) Is a video broadcast on television.

243. The 'bolstering' or 'reinforcing' strategy in crisis communication involves:
(A) Denying the crisis completely.
(B) Attacking the person or group who revealed the crisis.
(C) Reminding the public of past good works and reputation.
(D) Offering compensation to victims.

244. Read the assertion and reason given below and choose the correct option.
Assertion (A): A communication audit provides valuable insights for strategic planning.
Reason (R): By identifying what communication

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280. The paragraph implies that the rise of these digital techniques requires PR practitioners to develop skills in:
(A) traditional print journalism and media buying.
(B) bureaucratic procedures and government liaison.
(C) financial accounting and investor reporting.
(D) creating engaging content and managing real-time interactions.

Direction : Please read the following source carefully.

Crisis communication and its management are a critical specialization within public relations, designed to protect and defend an individual, company, or organization facing a public challenge to its reputation. A crisis is defined as a significant threat to operations that can have negative consequences if not handled properly. Crisis communication management is a strategic process that can be broadly divided into three phases: pre-crisis, crisis response, and post-crisis. The pre-crisis phase is proactive and involves prevention and preparation. This includes developing a crisis management plan, selecting and training a crisis management team and spokespersons, and creating pre-drafted messages for potential crises. The crisis response phase begins when the crisis hits. The primary objectives are public safety and providing accurate, timely, and consistent information to all stakeholders to control the narrative. This is the stage where the prepared crisis plan is executed. The post-crisis phase involves follow-up and resolution. The organization must deliver on all promises made during the crisis response, analyze the causes of the crisis, and implement changes to prevent a recurrence. This final phase is also crucial for restoring reputational damage and requires a thorough evaluation of the crisis management effort.

Based on the above source, attempt the following five questions.

281. What is the primary goal of crisis communication management as described in the text?
(A) To protect and defend an organization's reputation during a public challenge.
(B) To generate positive publicity during normal business operations.
(C) To exclusively manage communication with internal employees.
(D) To create and escalate a crisis to gain media attention.

282. According to the paragraph, what key activities are involved in the pre-crisis phase?
(A) Issuing an official apology and compensating victims.
(B) Developing a crisis plan, training a team, and pre-drafted messages.
(C) Assessing reputational damage and analyzing the cause of the crisis.
(D) Responding to media inquiries and controlling the narrative in real-time.

283. In which phase of crisis communication management is the primary objective to provide accurate, timely, and consistent information to stakeholders?
(A) The pre-crisis phase
(B) The crisis response phase
(C) The post-crisis phase
(D) The planning phase

284. The text defines a crisis as a significant threat to operations that can have negative consequences if not handled properly. This implies that a crisis is:
(A) a serious event that can harm an organization's reputation and stability.
(B) any form of negative feedback on social media.
(C) a routine operational problem with no reputational risk.
(D) a planned event designed to test the communication team.

285. What is a crucial responsibility of an organization during the post-crisis phase?
(A) To deny that the crisis ever happened.
(B) To blame external factors for the entire incident.
(C) To deliver on promises made and analyze the crisis to prevent recurrence.
(D) To immediately begin a new, aggressive marketing campaign.

Direction : Please read the following source carefully.

The practice of public relations is governed by a

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education.
(C) The mandate to function as a non-profit entity.
(D) The need to support business objectives like profitability and market share.

262. How does the paragraph describe the nature of communication in private sector PR?
(A) Strictly informational and non-promotional.
(B) Often persuasive and promotional to create a competitive advantage.
(C) Primarily bureaucratic and formal.
(D) Exclusively focused on internal employee communication.

263. According to the source, which of the following is a key stakeholder group specifically emphasized for private sector PR?
(A) Other government departments.
(B) The general citizenry without a consumer relationship.
(C) Customers, investors, and employees.
(D) Political parties and legislative bodies.

264. The text suggests that private sector PR is more "agile" than its public sector counterpart. This agility is attributed to its:
(A) strict hierarchical structure.
(B) independence from business objectives.
(C) reliance on traditional and slow communication channels.
(D) commercial orientation and need to respond to market dynamics.

265. Which of the following is presented as a typical metric for measuring PR performance in the private sector?
(A) The impact on the bottom line and lead generation.
(B) The level of citizen satisfaction with public services.
(C) The number of public welfare campaigns successfully implemented.
(D) The degree of trust in public institutions.

Direction : Please read the following source carefully.

Public Relations within non-government sectors, which includes non-profit organizations (NPOs), charities, and advocacy groups, operates with a distinct mission-driven focus. Unlike the private sector's profit motive or the public sector's governance mandate, the core objective for PR in this sphere is to advance a specific social cause, advocate for policy change, or address a community need. The structure of PR is often lean, heavily reliant on a small team of dedicated professionals and a significant volunteer workforce, frequently operating under severe resource constraints. Key PR functions include fundraising and donor relations, volunteer recruitment and management, public awareness campaigns, and advocacy or lobbying. The tools and techniques are chosen for their cost-effectiveness and ability to mobilize public support, with a strong emphasis on storytelling, grassroots campaigning, and digital media to amplify their message. Success is not measured in profit or market share, but in terms of social impact, policy influence, funds raised for the cause, and the level of public engagement and support mobilized. The communication must be authentic, transparent, and emotionally resonant to build a strong community of supporters and maintain public trust, which is the organization's most vital asset.

Based on the above source, attempt the following five questions.

266. What is the core objective that drives PR in the non-government sector?
(A) Generating maximum profit for shareholders.
(B) Advancing a social cause or addressing a community need.
(C) Executing the policy directives of the ruling government.
(D) Gaining a larger share of the commercial market.

267. The paragraph highlights that the PR structure in the non-government sector is often characterized by:
(A) a large, multi-specialist team with an unlimited budget.
(B) a lean team, reliance on volunteers, and resource constraints.
(C) a strict, bureaucratic hierarchy similar to the government.
(D) outsourcing all functions to expensive PR agencies.

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often summarized as "think global, act local." Effective international PR requires sensitivity to linguistic nuances, non-verbal cues, religious values, and social etiquette in each market. Practitioners must navigate varying levels of press freedom, different regulations on marketing and communication, and a wide range of stakeholder expectations. For a multinational corporation, the goal is to maintain a consistent global brand identity while allowing for local flexibility, ensuring that the organization is perceived as a responsible and engaged corporate citizen in every country where it operates, rather than as a foreign intruder. This strategic balancing act is essential for building trust and gaining a social license to operate on a global scale.

Based on the above source, attempt the following five questions.

291. What is described as a primary challenge in International Public Relations?
(A) A lack of available communication technologies in foreign countries.
(B) The refusal of global brands to maintain a consistent identity.
(C) Avoiding an ethnocentric viewpoint and adapting strategies to local contexts.
(D) The uniformity of legal and political systems across all nations.

292. The phrase "think global, act local" in the context of international PR means:
(A) maintaining a consistent global strategy while tailoring tactics to local cultures.
(B) applying the exact same PR strategy in every country without change.
(C) focusing only on local community issues and ignoring the global brand.
(D) using a single global language for all communications worldwide.

293. According to the text, effective international PR requires sensitivity to which of the following?
(A) Only the economic and financial data of the host country.
(B) The PR strategies of domestic competitors only.
(C) The organization's internal hierarchical structure.
(D) Linguistic nuances, religious values, and social etiquette.

294. The paragraph suggests that for a multinational corporation, a key goal of international PR is to:
(A) impose its home country's cultural values on the host nation.
(B) be perceived as a responsible corporate citizen in each country of operation.
(C) bypass all local regulations and legal frameworks.
(D) interact only with expatriate communities and ignore local publics.

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295. Why is international PR considered more complex than domestic PR?
(A) Because it deals with fewer stakeholders and a simpler media environment.
(B) Because it requires a smaller budget and fewer resources.
(C) Because it involves understanding diverse cultures, laws, and political systems.
(D) Because all countries share the same media landscape and press freedom.

Direction : Please read the following source carefully.

A communication audit is a comprehensive and systematic tool used in Public Relations and Corporate Communication to evaluate the effectiveness of an organization's communication strategies and tactics. It serves as a diagnostic process, providing a clear picture of the state of communications between an organization and its key publics, including employees, customers, and investors. The audit process typically involves analyzing communication materials, surveying stakeholders, conducting interviews with key personnel, and assessing the performance of communication channels. The primary objective is to identify strengths, weaknesses, gaps, and opportunities in the organization's communication program. For example, an audit might reveal inconsistencies in messaging across different platforms, a lack of awareness about key corporate initiatives among employees, or a mismatch between the channels used and the preferences of the target audience. By providing data-driven insights, a communication audit enables an organization to make informed decisions about resource allocation, strategic direction, and tactical adjustments. It is a critical component of strategic planning and accountability, helping to demonstrate the value

Primary research involves the collection of new, original data specifically for a particular study or audit. Techniques such as surveys, in-depth interviews, and focus groups allow researchers to gather direct insights from target audiences about their perceptions and needs. This type of research is essential for a communication audit because it provides current and specific information that cannot be found in existing sources. It allows organizations to understand the unique attitudes and behaviors of their publics, leading to more informed strategic decisions.

50. (A) The visual manifestation of a company, such as its logo, name, and design.
Corporate identity refers to the tangible and visual elements that an organization uses to distinguish itself from others. This includes the brand name, logo, typography, and consistent design styles used across all materials. These elements work together to project a specific image and personality to the public. A strong and consistent corporate identity helps in building brand recognition and trust. It serves as a visual shorthand for the organization's values and professional standards, ensuring a coherent presence in the market.

51. (C) Regional managers have autonomy over their local public relations activities.
A decentralized public relations structure empowers regional or local offices to manage their own communication strategies and tactics. This model is particularly effective for multinational corporations operating in diverse markets with different cultural and legal environments. It allows managers to respond quickly to local issues and build relationships that are more relevant to their specific audiences. While this approach provides flexibility and localization, it requires coordination to ensure that the overall corporate identity and core messages remain consistent across all locations.

52. (D) The personal contact information of the CEO's family.
A standard media kit is designed to provide journalists with professional and relevant information about an organization or specific event. It includes items such as fact sheets, press releases, high-quality images, and professional contact details for spokespersons. Including the personal contact information of an executive's family members is inappropriate and irrelevant to professional media relations. Ethical public relations practice respects the privacy of individuals while ensuring that the media has access to the appropriate corporate channels for information and interviews.

53. (Q, R, P, S)
Conducting a communication audit follows a logical sequence to ensure comprehensive results. The process begins by defining clear objectives and identifying the key publics involved. Next, original data is collected using various research methods such as surveys and content analysis. Once the data is gathered, it is analyzed to identify gaps between organizational goals and actual outcomes. Finally, the findings are used to develop and present specific recommendations for improving communication effectiveness. This structured approach ensures a fact-based strategic review.

54. (B) The organization is demonstrably not involved or there is no real crisis.
Denial is a specific crisis response strategy where an organization asserts that a crisis does not exist or that it has no responsibility for the event. This posture is only effective and ethical when the organization can prove it is not involved or if the rumors are factually incorrect. Using denial when the organization is actually at fault is extremely risky and can lead to a complete loss of credibility. Therefore, this strategy must be used carefully and only when backed by clear evidence.

55. (D) A PR professional holds shares in a client company without disclosing them.
A conflict of interest occurs when a public relations professional's personal interests could potentially influence their professional judgment or actions. Holding undisclosed shares in a client company is a classic example of this, as the practitioner may be motivated by personal financial gain rather than the best interests of the public or the client. Ethical codes of conduct require full disclosure of such relationships to maintain transparency and ensure that counsel remains objective and trustworthy, protecting the professional's overall integrity.

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ANSWERS

1. (B) A management function that maintains mutually beneficial relationships between a firm and its publics.
Public relations is a strategic management process focusing on building trust between an organization and its diverse audiences. It involves research and planning to foster goodwill and long-term sustainability. Unlike marketing which focuses on sales, public relations emphasizes reputation and mutual understanding. This process requires continuous engagement with stakeholders like employees, customers, media, and government to ensure the organization maintains a positive and credible standing in society.

2. (A) Managing all organizational communications to develop a positive corporate image.
Corporate communication serves as a strategic framework to manage all internal and external messaging of an organization. It aims to develop a coherent and positive corporate identity while maintaining the firm's reputation across various platforms. By integrating different communication disciplines, it ensures that stakeholders receive consistent information. This holistic approach helps in building credibility and trust, ultimately supporting the organization's long-term business objectives and strategic vision.

3. (C) Public Relations is exclusively concerned with media relations and publicity.
The scope of public relations is broad and multifaceted, extending well beyond just media relations and publicity. It encompasses internal communication, investor relations, community engagement, and government affairs. Restricting public relations to only media-related tasks ignores its strategic role in managing organizational culture and stakeholder perceptions. Effective public relations requires a comprehensive approach that includes corporate social responsibility and crisis management to maintain overall institutional reputation and long-term strategic goals.

4. (C) Statement I is true, but Statement II is false.
Public relations is defined as a planned and sustained effort to build mutual understanding and goodwill. In contrast, corporate communication is a strategic management function rather than just a tactical or reactive one. It proactively shapes organizational identity and manages reputations through consistent messaging across all channels. While some actions may be reactive during crises, the overall nature of both functions involves long-term planning and alignment with broader business objectives.

5. (C) PR uses earned media, while advertising uses paid media.
The fundamental distinction lies in how message placement is secured. Advertising involves paying for specific space or time in media channels to control the message and its delivery. Public relations focuses on earned media, where the organization gains coverage through the newsworthiness of its information or activities. While advertising offers full control over content, public relations coverage often carries higher credibility because it is perceived as third-party endorsement by media professionals.

6. (B) Communicating details regarding public policies and various social welfare schemes.
Public relations within the government or state sector primarily serves to bridge the communication gap between the administration and the citizens. The main goal is to disseminate accurate information regarding legislative policies, public services, and social welfare programs. By ensuring that the public is well-informed about government initiatives, these departments promote transparency and encourage civic participation. This function is essential for maintaining social harmony and fostering trust in democratic institutions.

7. (D) The CEO or a high-level executive leadership member.
In modern private organizations, public relations is viewed as a strategic management function that requires direct alignment with the

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messaging is consistent and effectively reaching its target audience. It provides a quantitative and qualitative overview of the company's public face, highlighting potential gaps between intended messages and actual coverage.

22. (B) James Grunig and Todd Hunt
The two-way symmetrical model is one of the four models of public relations developed by James Grunig and Todd Hunt. This approach emphasizes dialogue and mutual understanding between an organization and its publics, rather than just persuasion. It suggests that organizations should be willing to change their own behavior to build better relationships. This model is widely regarded as the most ethical and effective way to manage long-term reputations and resolve conflicts in a democratic society.

23. (D) Managing all communications to handle stakeholders and corporate reputation.
Corporate communication encompasses the holistic management of all internal and external communication channels to build a unified corporate identity. Its scope includes media relations, employee engagement, investor relations, and crisis management. By aligning all messaging with the organization's core values and strategic goals, it protects and enhances the firm's reputation. This function is critical for maintaining healthy relationships with a wide range of stakeholders, ensuring that the organization is perceived positively and consistently across different audiences.

24. (A) Public Information Office or Directorate of Information and Public Relations.
In the government sector, public relations is often structured around the dissemination of information rather than commercial brand building. These departments are typically known as public information offices or directorates of information. Their primary responsibility is to keep the citizenry informed about legislative developments, public services, and government policies. This structure emphasizes transparency and accountability, reflecting the state's duty to provide accessible information to the public as a core component of effective governance and civic engagement.

25. (A) S, R, Q, P
Crisis management follows a logical progression beginning with signal detection and continuous monitoring to identify potential threats. Once a threat is identified, the focus shifts to pre-crisis preparedness and prevention through detailed planning. When a crisis occurs, the organization enters the response and communication phase to manage the immediate situation. Finally, post-crisis evaluation and learning take place to analyze performance and improve future strategies. This systematic approach ensures that the organization remains resilient and adaptive.

26. (A) Intranet
An intranet is a specialized digital platform used within an organization to facilitate internal communication and collaboration among employees. It serves as a secure hub for sharing company news, documents, and resources in real-time. Unlike traditional printed materials, digital tools like the intranet allow for immediate updates and interactive engagement. This makes it a critical resource for maintaining organizational culture and ensuring that all staff members are informed and aligned with the company's strategic goals and internal policies.

27. (D) Advocating for transparency and the public's right to receive accurate information.
Public relations professionals have an ethical obligation to prioritize truthfulness and the public interest, especially when health or safety is involved. In situations where research reveals potential risks, the most ethical course of action is to advocate for full transparency rather than concealment. Providing accurate information builds long-term trust and credibility, whereas downplaying facts can lead to severe reputational damage and legal consequences. Ethical practice requires balancing the client's commercial interests with the broader social responsibility.

28. (B) Adapting PR strategies to the specific culture and needs of each host country.
The polycentric approach in international public relations is based on the philosophy that local offices understand their unique markets best. Instead of imposing a standardized global strategy, this method allows for significant adaptation of messages and tactics to suit local cultural, linguistic, and legal contexts. By tailoring communication to the specific needs of each host

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misinformation and establishes the organization as a credible source of information. If a firm fails to communicate effectively within this window, external parties may fill the information void, making it significantly harder to regain control.

15. (A) Speak with one voice by using a single, designated spokesperson.
Consistency is a fundamental principle during any crisis situation. By designating a single spokesperson to deliver messages, an organization ensures that the information provided to the public and media is coherent and lacks contradictions. Speaking with one voice minimizes confusion and reinforces the organization's credibility and authority. This strategy prevents the release of conflicting details that could damage trust and exacerbate the crisis, allowing for a more controlled and professional response.

16. (B) I, III and IV only
Professional ethics in public relations are built on principles of honesty, transparency, and the protection of confidential information. While practitioners have a duty to represent their clients, their primary obligation is to serve the public interest. Deceptive practices like astroturfing are considered highly unethical because they mislead the audience. Ethical conduct requires a balance between organizational goals and the public's right to accurate information, ensuring the profession maintains its integrity and societal trust.

17. (B) Interpreting information in a biased manner to favor a specific organizational interest.
Spin is a specialized communication technique where information is presented in a way that emphasizes positive aspects while downplaying negative facts. It involves interpreting events or data through a biased lens to influence public opinion in favor of an organization. While it does not always involve outright lying, it is often criticized for being manipulative or misleading. Ethical public relations practitioners strive for transparency and balance rather than relying on spin to manage perceptions.

18. (A) Masking sponsors to make a message appear as if it came from grassroots participants.
Astroturfing is an unethical practice where an organization creates a fake impression of widespread public support for a policy or product. By hiding the true source of funding or sponsorship, the campaign appears to be a spontaneous grassroots movement. This deceptive tactic is designed to manipulate public opinion by exploiting the perceived credibility of ordinary citizens. It violates core ethical standards of transparency and honesty, as it intentionally misleads the public about the campaign's origin.

19. (C) Navigating various cultural nuances, legal systems, and existing language barriers.
Practicing public relations on an international scale involves managing complex differences across various national borders. Practitioners must adapt their strategies to respect local cultural norms, linguistic differences, and diverse legal frameworks that govern media and business. Failure to account for these factors can lead to significant misunderstandings or offensive messaging that damages a brand's global reputation. Effective international public relations requires a high level of cultural intelligence and the ability to localize global communication objectives.

20. (D) To evaluate an organization's communication activities and their overall effectiveness.
A communication audit is a comprehensive evaluation tool used to assess the health and impact of an organization's internal and external communication efforts. It identifies what is working well and where improvements are needed by gathering data from various stakeholders. The primary goal is to ensure that communication strategies are aligned with organizational objectives and that messages are being received as intended. This diagnostic process provides a factual basis for future strategic planning and resource allocation.

21. (C) Performing a content analysis of internal publications and media coverage.
Content analysis is a formal research method used during a communication audit to systematically evaluate the messages disseminated by an organization. By reviewing internal newsletters, press releases, and media reports, auditors can identify recurring themes, tone, and accuracy. This process helps determine if the organizational

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for navigating these complexities successfully. Language is just one of many barriers, including legal and political differences. In the digital age, international public relations remains essential for managing global reputations and stakeholder relationships.

36. (D) Management function
Public relations is fundamentally a management function because it involves strategic decision-making that influences the entire organization. It helps leaders understand public opinion and adjust organizational policies to better align with the needs and expectations of society. This two-way process of adaptation is essential for long-term survival and success in a dynamic environment. By integrating communication into the core management process, public relations ensures that the organization remains responsive, ethical, and effectively connected to its diverse stakeholders.

37. (C) Communicating with shareholders to build confidence in corporate strategy.
Investor relations is a specialized branch of corporate communication that focuses on building and maintaining relationships with the financial community. This includes shareholders, potential investors, and financial analysts. The primary goal is to provide accurate and timely information about the company's financial health, performance, and future strategy. By fostering transparency and trust, investor relations professionals help maintain a stable stock price and ensure the organization has the necessary capital and support to achieve its long-term business goals.

38. (B) Government PR follows strict protocols, while NGO PR is often more agile.
Structural differences between government and non-governmental organization public relations often stem from their different operational environments. Government agencies typically follow formal administrative hierarchies and strict protocols for information dissemination to ensure accuracy and legal compliance. In contrast, non-governmental organizations often operate with more flexibility, allowing them to respond quickly to emerging issues and mobilize supporters through creative tactics. These differing levels of agility reflect the unique challenges and mandates of each sector, influencing how they manage their communication and public engagement.

39. (B) P-4, Q-3, R-1, S-2
Public relations professionals utilize a variety of specialized tools to achieve specific communication objectives. Lobbying is a direct effort to influence legislative and regulatory decisions. Sponsorship involves providing financial or in-kind support for events to gain public recognition and build goodwill. House journals serve as internal and external publications to keep stakeholders informed. Press conferences are formal events used to share major news with multiple media members simultaneously. Each tool is chosen based on the target audience and the desired impact.

40. (A) Prioritizing public safety and expressing compassion for any potential victims.
In the immediate aftermath of a crisis, ethical communication requires a focus on human concerns rather than financial or legal protection. Prioritizing the safety and well-being of those affected is essential for maintaining moral integrity and public trust. By expressing genuine compassion and taking responsibility for the welfare of victims, an organization demonstrates its commitment to social responsibility. This empathetic approach is a key principle of effective crisis management, as it helps de-escalate tensions and preserves the organization's reputation.

41. (C) Provide ethical guidance and advance the professionalism of the field.
Professional codes of ethics, such as the one established by the Public Relations Society of America, serve as a framework for responsible practice. These standards provide practitioners with guidance on honesty, advocacy, and managing conflicts of interest. By adhering to these principles, professionals contribute to the overall credibility and status of the public relations industry. While these codes are not legally binding like laws, they represent a collective commitment to maintaining high moral standards and protecting the public interest.

42. (A) Communication audit

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country, organizations can build stronger and more authentic relationships with local publics. This localized strategy is essential for achieving effectiveness in diverse global markets.

29. (C) The message intended by the organization and the message publics perceive.
A primary objective of a communication audit is to identify discrepancies between organizational intent and audience perception. These gaps occur when the intended message is misunderstood, ignored, or distorted during the communication process. By analyzing these differences, organizations can adjust their strategies, refine their messaging, and choose more effective channels. Closing these gaps is essential for ensuring that communication efforts actually achieve their goals and that the organization's reputation is based on accurate and clear information.

30. (D) Managing donor relations and providing support for grant writing.
Non-profit organizations rely heavily on external funding to sustain their missions, making donor relations a central part of their public relations function. Communication efforts are often integrated with fundraising activities and the preparation of complex grant proposals. These tasks require building trust and demonstrating social impact to encourage continued support from individuals and foundations. By effectively communicating their achievements and needs, public relations professionals in this sector ensure the financial viability and long-term success of their organizations.

31. (A) Both A and R are true and R is the correct explanation of A.
Public sector undertakings have a unique responsibility to maintain public trust because they are funded by taxpayers and mandated to serve the public interest. A well-structured public relations department is essential for these entities to demonstrate transparency and accountability. By providing clear information about their operations and social contributions, these organizations fulfill their duty to the public. Effective communication ensures that citizens understand how public funds are being used, which is fundamental to maintaining institutional legitimacy and support.

32. (B) A pre-packaged set of promotional materials for media and journalists.
A media kit is a specialized tool used by public relations professionals to provide journalists with all the necessary information for a story in one convenient package. It typically includes press releases, fact sheets, high-resolution images, and backgrounder documents. By offering these pre-packaged materials, organizations make it easier for media members to produce accurate and comprehensive coverage. This proactive approach helps manage the narrative and ensures that the key messages are consistently represented across different news outlets.

33. (B) A company's own employee newsletter.
Controlled media refers to communication channels where an organization has full authority over the content, timing, and distribution of the message. An internal employee newsletter is a classic example of this, as the company determines exactly what information is shared with its staff. In contrast, uncontrolled media, such as news stories or independent blog posts, are subject to external editorial decisions. Utilizing controlled media allows for consistent messaging and direct communication with key stakeholders without the risk of external filtering.

34. (A) Acute crisis stage
The acute stage of a crisis is the most visible and intense phase, where the event is actively occurring and attracting significant public and media attention. A sudden product recall falls into this category because it requires immediate action and communication to prevent harm and manage reputational damage. During this phase, the organization must work quickly to control the narrative and address the concerns of stakeholders. This stage is critical because the actions taken here often determine the long-term impact on the firm.

35. (A) I, II and V only
Effective international public relations requires a sophisticated understanding of different strategic approaches and the importance of cultural intelligence. The ethnocentric approach assumes home-country methods are universally applicable, while the geocentric approach seeks an integrated global strategy sensitive to local differences. Cultural intelligence is a vital skill

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firm's core mission. Consequently, the head of communications typically reports to the chief executive officer or other top-tier leadership. This direct reporting line ensures that communication strategies are integrated with business decisions and that the lead has the necessary authority to manage the organization's reputation effectively during both routine operations and crises.

8. (A) Advancing causes through advocacy, fundraising, and mobilization of support.
Non-governmental organizations utilize public relations to drive social change and support specific causes through advocacy and public awareness. Public relations efforts in this sector are heavily focused on fundraising activities and mobilizing volunteers to achieve the organization's mission. Unlike commercial entities, these organizations prioritize mission-driven communication to build trust with donors and the community. By highlighting social impacts, these organizations attract the resources and public support necessary for sustained operations.

9. (A) P-3, Q-4, R-1, S-2
Different sectors have distinct priorities for their communication functions. State sectors focus on public information and policy dissemination to citizens. Public sector undertakings balance commercial goals with public accountability due to their unique funding and mandate. Private sector firms emphasize brand building and competitive positioning to drive market success. Non-governmental organizations prioritize advocacy and mobilizing volunteers for social causes. Understanding these varied focuses allows for more targeted and effective public relations strategies across industries.

10. (A) Maintaining commercial profitability alongside accountability to the government.
Professionals in public sector undertakings face the unique challenge of operating like a business while fulfilling public service mandates. They must communicate the organization's commercial successes and profitability to demonstrate efficiency while remaining transparently accountable to the government and the tax-paying public. This dual focus requires a sophisticated public relations strategy that highlights both economic performance and social responsibility. Balancing these objectives ensures that the organization maintains its legitimacy as a state-owned entity.

11. (D) To provide ready-to-use newsworthy information to various media organizations.
A press release is a fundamental communication tool designed to provide journalists and media outlets with timely, newsworthy information about an organization. Its primary purpose is to secure media coverage by offering content that is relevant to the public and easy for reporters to use. By distributing these releases, public relations professionals can manage the narrative and ensure that accurate information reaches a broad audience through credible and established news channels.

12. (B) Point-of-purchase displays
Traditional public relations tools include press conferences, company newsletters, and annual reports, which focus on managing relationships and reputation. In contrast, point-of-purchase displays are specific marketing and sales promotions designed to influence consumers at the exact moment they are making a purchase. While public relations aims to build long-term goodwill and trust, these displays are tactical tools used to drive immediate product sales within a retail environment rather than managing broader publics.

13. (D) A is false but R is true.
Effective crisis communication is not merely a reactive process that begins after a disaster occurs. Instead, it requires extensive proactive planning, including vulnerability audits and the creation of detailed management plans. While the active communication phase happens during a crisis, the foundation is built long before any event takes place. Preparing in advance allows an organization to respond quickly and effectively, which is essential for maintaining trust and protecting organizational reputation.

14. (D) The critical first hour after a crisis breaks for controlling the narrative.
The golden hour in crisis management represents the vital period immediately following an incident where an organization has the best opportunity to influence public perception. Acting quickly during this time helps prevent the spread of

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A communication audit is a systematic evaluation process that examines how an organization is perceived by its internal and external publics. It involves gathering data through research methods like surveys and interviews to identify the strengths and weaknesses of current communication efforts. By understanding these perceptions, management can identify gaps between their intended image and the actual reputation they hold. This diagnostic tool is essential for developing more effective strategies and ensuring that the organization's messaging resonates with its target audiences.

43. (D) Reputation
Reputation is the collective and long-term assessment that various stakeholders have regarding an organization's past performance and future potential. Unlike a brand image, which can be influenced by specific marketing campaigns, reputation is built over time through consistent actions and ethical behavior. It is one of an organization's most valuable intangible assets, as a positive reputation fosters trust, attracts talent, and provides a buffer during times of crisis. Managing reputation requires a sustained effort across all organizational functions and communication channels.

44. (B) At the corporate headquarters.
In a centralized public relations structure, the authority for strategic decision-making and message creation is concentrated at the organization's main office. This model ensures high levels of consistency and control over all communication efforts across different regions or departments. It allows the top leadership to have a direct hand in shaping the corporate narrative and responding to major issues. While this approach provides a unified voice, it may sometimes lack the flexibility needed to address specific local concerns in diverse markets.

45. (C) Propose a specific story idea to an individual member of the media.
A pitch letter is a concise and persuasive message used by public relations professionals to interest a journalist in a specific story topic. Unlike a broad press release, a pitch is often customized for a particular reporter or media outlet based on their interests and audience. The goal is to secure earned media coverage by demonstrating the news value and relevance of the proposed story. This personalized approach is a key technique in building strong, professional relationships with members of the media.

46. (D) An organization breaking news of its own crisis before other parties do.
Stealing thunder is a proactive crisis communication strategy where an organization chooses to disclose negative news about itself before it is discovered and reported by the media or other critics. By being the first to break the news, the organization can frame the situation more accurately and demonstrate transparency. This approach often increases credibility and reduces the overall impact of the crisis. It prevents the perception that the organization was trying to hide the truth, which is often more damaging than the crisis.

47. (A) A PR firm representing two competing clients without their knowledge.
Representing competing interests without full disclosure is a significant ethical violation in public relations known as a conflict of interest. This practice compromises the professional's ability to provide objective and loyal counsel to each client. It creates potential for the misuse of confidential information and undermines the trust essential to the client-agency relationship. Ethical standards require practitioners to avoid such conflicts or ensure all parties are aware of and agree to the arrangement, maintaining transparency and professional integrity.

48. (D) Statement I is false, but Statement II is true.
An ethnocentric approach to international public relations is often ineffective because it ignores the unique cultural and legal realities of foreign markets. This strategy assumes that what works in the home country will be universally successful, which often leads to offensive or misunderstood messaging. In contrast, the polycentric approach recognizes the importance of local expertise and tailors communication strategies to fit the specific characteristics of each culture. This localization is essential for building authentic relationships and achieving success in diverse global environments.

49. (B) Primary research

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of the communication function and ensuring that communication efforts are genuinely aligned with and contributing to overall organizational goals.
Based on the above source, attempt the following five questions.

296. What is the primary purpose of a communication audit?
(A) To hire new employees for the communication department.
(B) To create a new advertising campaign from scratch.
(C) To conduct a press conference for a major announcement.
(D) To systematically evaluate the effectiveness of an organization's communication.

297. According to the paragraph, which of the following methods is typically used during a communication audit?
(A) Analyzing communication materials and surveying stakeholders.
(B) Exclusively reading the company's annual financial report.
(C) Guessing the opinions of the target audience.
(D) Focusing only on the communication strategies of competitors.

298. The text suggests that a communication audit can help an organization identify:
(A) the most profitable products to launch next year.
(B) inconsistencies in messaging and gaps in the communication program.
(C) the personal political views of its employees.
(D) the exact share price of the company's stock next month.

299. How does a communication audit contribute to strategic planning?
(A) By automatically solving all communication problems without any further action.
(B) By providing data-driven insights for making informed decisions and adjustments.
(C) By eliminating the need for a professional communication team.
(D) By guaranteeing positive media coverage for the next fiscal year.

300. Based on the source, a communication audit is described as a critical component of accountability because it helps to:
(A) demonstrate the value of the communication function and its contribution to goals.
(B) prove that all competitors are using inferior communication tactics.
(C) ensure that the communication budget is spent as quickly as possible.
(D) write press releases that are guaranteed to be published by top-tier media.

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56. (A) The globalization of both business operations and media networks.
The expansion of international public relations is primarily driven by the increasing connectivity of the global economy and media. As businesses expand into new foreign markets, they must manage their reputations and relationships across different cultures and legal systems. At the same time, digital media networks have created a global information environment where news travels instantly across borders. This globalization necessitates a specialized approach to public relations that can effectively navigate the complexities of a diverse and interconnected world for sustained organizational success.

57. (C) Corporate Reputation
The primary goal of corporate communication is to build and protect the organization's overall reputation among its diverse stakeholders. Unlike marketing, which focuses on driving immediate product sales, corporate communication takes a long-term view of the organization's standing in society. It manages perceptions of the company's character, ethics, and performance through consistent and transparent messaging. A strong reputation is a vital strategic asset that fosters trust, enhances brand value, and provides resilience against potential future crises or market changes.

58. (A) Hiring an external PR agency or consultant to handle specific PR functions.
Outsourcing in public relations involves hiring third-party agencies or specialized consultants to perform specific tasks or manage entire communication programs. This strategy allows organizations to access expertise and resources that may not be available in-house. It provides flexibility to scale efforts up or down based on current needs and can offer a valuable outside perspective. While outsourcing can be cost-effective, it requires careful management to ensure that the external team remains aligned with the organization's internal culture and strategic objectives.

59. (D) Press release formatted and produced for television news broadcast.
A video news release is a specialized public relations tool designed to provide television stations with ready-to-use news footage and interviews. It is essentially the broadcast equivalent of a traditional printed press release, intended to highlight a newsworthy event or issue. By providing high-quality video content, organizations increase the likelihood of gaining coverage on television news programs. This tool allows for greater control over the visual narrative and helps in reaching a broad audience through a powerful and engaging medium.

60. (D) A is false but R is true.
Responding with no comment during a crisis is rarely an effective strategy, as it creates an information vacuum that others will fill. The public and media often interpret this silence as an admission of guilt or an attempt to hide important information, which severely damages the organization's credibility. While gathering facts is necessary, a holding statement is a better alternative. It acknowledges the situation and promises to provide more information as it becomes available, thus maintaining transparency and trust.

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61. (B) II, III and V only
The scope of public relations is broad, including the management of relationships with various stakeholders such as investors, employees, and the local community. It also encompasses critical functions like crisis management and shaping an organization's positions on public policy issues. Effective public relations is a strategic management function that relies on research and evaluation to guide its activities. It goes far beyond simple tasks like writing press releases, playing a vital role in the overall strategic direction and reputation of any modern organization.

62. (D) Being transparent about the source and the intent of communication efforts.
Disclosure of information is a core ethical principle requiring public relations professionals to be open about who is sponsoring a message and what their goals are. This transparency is essential for maintaining public trust and allowing audiences to evaluate the information they receive. It prohibits deceptive practices such as front groups or hidden sponsorships. Ethical practitioners ensure that all communication is clearly attributed, fostering a marketplace of ideas built on honesty and accountability rather than manipulation or obscured interests.

Independence is a core value in the Public Relations Society of America's Code of Ethics. It means that practitioners should provide objective counsel to those they represent and take responsibility for their own professional actions. This independence ensures that public relations professionals are not merely mouthpieces but act as strategic advisors who prioritize truth and public interest. By maintaining an objective perspective, they can better identify potential issues and provide the ethical guidance necessary to protect and enhance organizational reputations.

119. (D) A comprehensive health check-up
A communication audit is best compared to a comprehensive health check-up for an organization's messaging and stakeholder relationships. Just as a physical exam assesses different body systems to ensure overall health, the audit evaluates various communication channels and messages to identify any underlying issues. This diagnostic process provides a detailed overview of the organization's communication health and identifies areas that need attention. It is a proactive and systematic review that ensures the organization remains resilient and effectively connected.

120. (A) Managing the supply chain and logistics of product distribution.
Corporate communication is focused on managing an organization's identity, image, and reputation through various strategic communication functions. While it includes internal and external messaging, it does not encompass operational and technical tasks like supply chain management or product logistics. These functions belong to the operations and logistics departments. Corporate communication's scope is specifically designed to handle how the organization is perceived by its stakeholders, ensuring that its mission and values are clearly and consistently communicated to all relevant publics.

121. (C) Liaising with the media on behalf of government ministries.
A primary role of public relations in the state sector is to facilitate communication between government ministries and the media. Public Information Officers serve as the official link, providing journalists with accurate information about government policies, programs, and decisions. This function is essential for ensuring transparency and keeping the public informed. By managing media relations effectively, government departments can ensure that their messages are accurately reported, fostering a well-informed citizenry and building trust in public institutions and processes.

122. (A) It allows for direct, two-way engagement with publics in real-time.
Social media has transformed public relations by providing platforms for immediate and direct two-way engagement between organizations and their audiences. Unlike traditional one-way media, social media allows for real-time dialogue, feedback, and relationship building. It enables public relations professionals to listen to their publics and respond quickly to concerns or questions. This interactive nature makes it a powerful tool for fostering transparency, authenticity, and engagement, which are essential for building and maintaining trust in the modern digital era.

123. (D) Early warning signs or hints of a potential crisis situation.
The prodromal stage is the earliest phase of a crisis, often characterized by subtle warning signs or hints that a problem is brewing. These could include negative media reports, emerging public debates, or internal reports of potential issues. Identifying and addressing a crisis in this stage is critical, as it allows the organization to take proactive steps to prevent the situation from escalating. Effective issues management during the prodromal phase can often mitigate or even avoid the acute crisis altogether.

124. (A) I and IV only
Ethical public relations is built on a foundation of honesty and a commitment to balancing organizational interests with the public good. Upholding these principles enhances the organization's credibility and fosters long-term trust. Tactics like spin or giving gifts to journalists are considered unethical as they undermine professional integrity. Practitioners must navigate complex situations where the duty to the client may conflict with the public interest, always striving for transparency. Adhering to these

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that public discourse remains honest and that audiences can make well-informed decisions.

70. (B) Applying home-country PR strategies to foreign markets without adaptation.
The ethnocentric approach in international public relations is based on the assumption that the home country's communication methods and cultural values are superior or universally applicable. Organizations using this model implement standardized strategies across all global markets without making significant adjustments for local differences. This approach often fails because it ignores unique cultural, legal, and linguistic nuances, leading to ineffective or even offensive messaging. It can severely damage a brand's reputation and hinder its ability to build authentic relationships locally.

71. (D) Overall business objectives and mission.
A primary purpose of a communication audit is to ensure that all communication activities are strategically aligned with the organization's broader mission and business goals. Messaging should not exist in a vacuum but should support the firm's overall direction and priorities. The audit identifies areas where communication may be disconnected from these objectives, allowing management to realign their efforts. This strategic alignment is essential for maximizing the impact of communication and ensuring that resources are used efficiently to achieve success.

72. (A) Publicity is one-way information; PR is a two-way relationship process.
Publicity focuses on disseminating information to the public to gain attention, often through media coverage, and is typically a one-way communication process. In contrast, public relations is a comprehensive management function that emphasizes building and maintaining two-way relationships between an organization and its publics. While publicity is a specific tactic used to generate awareness, public relations involves research, planning, and evaluation to foster mutual understanding and trust. It is a long-term strategic process rather than a short-term publicity effort.

73. (B) P-4, Q-2, R-1, S-3
Different sectors prioritize various public relations functions based on their unique operational needs and mandates. Investor relations is critical for private sector corporations to maintain shareholder confidence. Public information officers are central to state governments for disseminating information to citizens. Non-governmental organizations focus heavily on fundraising and advocacy to support their missions. Public sector undertakings emphasize corporate social responsibility to demonstrate their commitment to public welfare alongside commercial goals. Each role reflects the specialized requirements of the sector.

74. (A) Providing detailed historical and factual data about an organization or issue.
A backgrounder is a specialized document in a press kit that provides comprehensive, factual information about an organization, a product, or a specific issue. Unlike a press release, which focuses on breaking news, a backgrounder offers context and historical details to help journalists understand the broader story. It serves as a valuable resource for media members, allowing them to produce more informed and accurate coverage. This tool helps ensure that the fundamental facts are clearly and consistently communicated.

75. (D) Prodromal, Acute, Chronic, Resolution
A crisis typically evolves through four distinct stages, beginning with the prodromal phase where early warning signs may appear. The acute stage is the point of no return, where the crisis is visible and attracting significant attention. In the chronic stage, the organization deals with the lingering effects and long-term consequences of the event. Finally, the resolution stage marks the end of the crisis and the beginning of a return to normalcy. Understanding these stages is critical for effective management.

76. (A) I and III only
Ethical public relations practice is founded on honesty, accuracy, and the disclosure of potential conflicts of interest. These principles ensure that practitioners maintain credibility and serve the public interest. Deceptive tactics, such as creating front groups to hide the source of a campaign, are universally condemned by professional organizations. Furthermore, the idea that the ends justify any means is incompatible with an ethical approach. Practitioners must balance their

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events like explosions or product recalls are already in the acute crisis stage. By managing issues proactively, an organization can shape the narrative and reduce the risk of long-term reputational damage.

105. (C) It means respecting all opinions and supporting the right of free expression.
Fairness is a core ethical principle in public relations that requires practitioners to deal fairly with all stakeholders, including clients, employees, and even competitors. It involves respecting diverse viewpoints and supporting the fundamental right of free expression in a democratic society. Fairness means providing accurate information and a voice for different perspectives, contributing to a healthy marketplace of ideas. Ethical practice rejects bias and manipulation, striving instead for a balanced and respectful approach that builds long-term public trust and professional integrity.

106. (A) I and II only
Domestic public relations operates within a single, relatively familiar cultural and legal environment, which simplifies the communication process. International public relations, however, must navigate the complexities of multiple and often conflicting systems across different countries. Skills from domestic practice are not directly transferable and must be adapted to respect local differences. Media systems and journalistic practices also vary significantly worldwide. Recognizing these differences is essential for success in global markets and for effectively managing reputations across various national borders.

107. (D) Content analysis
Content analysis is a systematic and objective research method used in a communication audit to evaluate an organization's printed and digital materials. By reviewing items like annual reports and press releases, researchers can identify recurring messages, tone, and accuracy. This process helps determine if the organization's communication is consistent and effectively aligned with its strategic goals. Content analysis provides both qualitative and quantitative insights, making it a powerful tool for diagnosing strengths and weaknesses in an organization's public messaging.

108. (B) Public Relations
Public relations is defined as the strategic management of communication between an organization and its diverse publics. This management function involves research, planning, implementation, and evaluation to build and maintain mutually beneficial relationships. By managing these interactions, public relations professionals foster goodwill and mutual understanding. This process is essential for protecting the organization's reputation and ensuring its long-term viability. It is a comprehensive and proactive discipline that integrates organizational goals with the needs and expectations of society.

109. (C) Fundraising/Development
In non-governmental organizations, public relations is often deeply integrated with the fundraising or development department. This collaboration is essential because NGOs rely on external donations to fulfill their missions. Communication efforts are focused on building trust, demonstrating impact, and engaging donors to encourage continued support. Public relations provides the storytelling and outreach necessary to mobilize resources and volunteers. This integrated approach ensures that the organization's mission is effectively communicated and that it remains financially viable to achieve its social goals.

110. (D) A concise, easy-to-read list of key facts and bullet points.
A fact sheet is a concise public relations tool designed to provide journalists and other stakeholders with essential information in a clear and easy-to-read format. It typically uses bullet points to highlight key facts about an organization, a product, or a specific event. By presenting information simply, fact sheets serve as a quick reference guide that helps ensure accuracy in reporting. This tool is often included in media kits to complement press releases and provide additional factual context.

111. (A) Both A and R are true and R is the correct explanation of A.
During a crisis, the visibility of top leadership, such as the CEO, is critical for demonstrating that the organization is taking the situation seriously. Active involvement from the highest levels

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the broader social and moral imperatives of the profession.

84. (D) Polycentric strategy
A polycentric strategy in international public relations involves adapting communication tactics and messages to suit the specific cultural, linguistic, and legal environments of each host country. This localized approach recognizes that a single global message may not resonate everywhere and could even be offensive. By giving local offices more autonomy, organizations can build stronger and more authentic relationships with local stakeholders. This strategy is essential for achieving effectiveness and building trust in diverse and complex global markets across various regions.

85. (C) Analyzing the number and tone of media mentions.
Quantitative research methods in a communication audit involve the collection of numerical data to identify patterns and trends. Analyzing the volume and tone of media coverage provides a statistical overview of an organization's public presence. This data allows for objective measurement of communication efforts and the ability to compare performance over time. While qualitative research provides depth, quantitative methods offer the necessary scale and measurable evidence to support strategic decision-making and demonstrate the overall impact of public relations activities.

86. (B) Managing all communication sources to project a coherent identity.
The core concept of corporate communication is the strategic management of all organizational communication channels to create a unified and consistent identity. By ensuring that internal and external messages are aligned, an organization can build a stronger reputation and foster trust among its diverse stakeholders. This holistic approach moves beyond fragmented tactical activities toward a more integrated and comprehensive strategy. It ensures that every communication touchpoint reflects the organization's values and contributes to its long-term strategic success and recognition.

87. (D) Promoting social cohesion, national identity, and public participation.
In the state sector, public relations plays a vital role in nation-building by fostering a sense of national identity and unity among citizens. Communication efforts are focused on promoting social cohesion, encouraging public participation in government initiatives, and highlighting shared values. By effectively disseminating information about development projects and social welfare schemes, these departments build trust and support for national goals. This function is essential for maintaining social stability and ensuring that the citizenry is engaged and well-informed.

88. (A) An annual report
The annual report is a primary and highly formal public relations tool used to communicate an organization's financial performance and strategic direction to investors and analysts. It provides a detailed and comprehensive overview of the year's achievements, challenges, and future goals, often including audited financial statements. Because it contains high-level data and analysis, it is the most appropriate resource for reaching stakeholders who require in-depth information. This document is essential for maintaining transparency and building long-term investor confidence.

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89. (C) Apologizing, taking responsibility, and announcing cleanup measures.
In an accommodative crisis response strategy, an organization accepts responsibility for the event and takes active steps to remedy the situation. For a major oil spill, this would involve issuing a sincere apology, acknowledging the environmental impact, and detailing the specific cleanup and compensation efforts. This approach is designed to restore trust by demonstrating accountability and compassion. By prioritizing the needs of the victims and the environment, the organization can mitigate long-term reputational damage and show its commitment to ethics.

90. (A) I, II and IV only
Professional codes of ethics in public relations emphasize core values that define the integrity of the field. These include advocacy for those they represent, honesty in all communications, and expertise in professional practice. These values serve as a guide for ethical decision-making and help build public trust. In contrast, deceptive

duties to clients with their moral responsibilities to society and the profession.

77. (C) 'International' is country-specific; 'global' implies an integrated approach.
International public relations programs are tailored to the specific cultural and legal needs of individual countries, emphasizing localization of strategies. In contrast, global public relations implies a more integrated and consistent approach across all markets, often using a unified corporate identity and messaging framework. While both deal with multiple nations, the distinction lies in the level of standardization versus adaptation. Choosing between these approaches depends on the organization's goals and the diversity of the markets in which it operates.

78. (D) All internal and external communication channels and messages.
A comprehensive communication audit must examine all aspects of an organization's communication landscape to be truly effective. This includes internal channels like employee emails and intranets, as well as external media, social media, and traditional marketing materials. By evaluating all touchpoints, the audit can identify inconsistencies in messaging and gaps in channel effectiveness. This holistic view ensures that the organization has a clear understanding of its overall communication health and how well its brand is being represented.

79. (A) Media relations, internal communication, and crisis communication.
Corporate communication serves as an integrated umbrella that brings together various specialized communication disciplines. This includes media relations for managing the press, internal communication for engaging employees, and crisis communication for protecting the organization's reputation during difficult events. By coordinating these diverse functions, an organization can ensure consistent messaging and a unified corporate identity across all stakeholder groups. This strategic integration is essential for building a strong reputation and achieving the firm's overall long-term business and communication objectives.

80. (B) Potential for a superficial understanding of the client's business.
A significant risk of relying exclusively on an external agency is that its staff may lack a deep, everyday understanding of the client's internal culture, products, and personnel. While agencies offer specialized skills and objectivity, they may not be as familiar with the nuances and complexities of the organization as an in-house team. This can lead to messaging that feels disconnected or fails to capture the true identity of the company, making it harder to build authentic relationships.

81. (A) Q, S, R, P
The practice of public relations has evolved through four distinct models identified by Grunig and Hunt. It began with the press agentry model focused on publicity and hype. This was followed by the public information model emphasizing truthful one-way communication. Later, the two-way asymmetrical model introduced research to persuade publics. Finally, the two-way symmetrical model emerged, focusing on mutual understanding and dialogue. This chronological progression reflects the field's move toward greater professionalism, ethics, and a more strategic management-based focus.

82. (A) A brief, initial statement acknowledging the situation while more data is gathered.
A holding statement is a vital crisis communication tool used in the immediate aftermath of an event before all the facts are known. It allows an organization to acknowledge the situation, express concern, and inform the public that more information is being gathered. By providing an immediate response, the organization maintains control of the narrative and avoids an information vacuum. This helps establish the firm as a credible source of information and demonstrates transparency during the critical early stages.

83. (C) A is true but R is false.
Public relations professionals have an ethical duty to protect their clients' confidential information as part of a trust-based professional relationship. However, this duty is not absolute and should never supersede the responsibility to prevent significant harm to the public interest. If a client is planning actions that are illegal or would cause serious injury to others, the practitioner has a moral obligation to act responsibly. Ethical practice requires balancing client loyalty with

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to prioritize the client's needs above their own personal gain and to protect confidential information. By maintaining this high standard of care, public relations professionals ensure the integrity of their professional relationships.

98. (D) Statement I is false, but Statement II is true.
A communication audit is not a one-time event but should be conducted periodically as a regular part of an organization's strategic review process. Markets, stakeholder perceptions, and communication technologies change over time, making it necessary to reassess strategies and tactics regularly. Periodic audits allow an organization to track its progress, identify new challenges, and adapt its messaging to remain effective. This continuous evaluation is essential for maintaining a healthy and responsive communication system that supports the organization's long-term goals.

99. (C) Thinking globally but acting locally by adapting to cultures.
The glocal approach in international public relations involves developing a unified global strategy that is then adapted to fit the specific needs and cultural characteristics of each local market. This strategy allows an organization to maintain a consistent global brand identity while ensuring that its messages are relevant and respectful in different regions. By thinking globally but acting locally, public relations professionals can effectively bridge national boundaries and build authentic relationships with diverse publics in a connected world.

100. (D) To build goodwill and mutual understanding.
The primary goal of public relations is to establish and maintain a positive relationship between an organization and its publics through mutual understanding and the building of goodwill. Unlike marketing, which is primarily focused on product sales, public relations takes a broader view of the organization's social presence. It uses research, planning, and ethical communication to foster trust and credibility. This sustained effort ensures that the organization is perceived as a responsible and legitimate entity by its various stakeholders.

101. (A) P-3, Q-1, R-2, S-4
Organizations use distinct concepts to manage their public presence. Corporate identity involves the tangible visual elements like logos and design. Corporate image is the immediate mental picture publics have of the firm. Corporate reputation is the long-term, collective assessment of the organization's overall character and performance. Corporate branding is the specific process of creating and maintaining a name and image in the marketplace. Understanding these differences allows for more precise and effective strategic communication management across all platforms.

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102. (B) Any sector depending on ownership and funding models.
Public relations functions can exist in any sector depending on the ownership and funding of the organization. A hospital, for example, could be a government-run facility in the public sector, a for-profit business in the private sector, or a non-profit organization in the non-government sector. Regardless of the sector, the core goal of public relations remains the same: to manage relationships and reputation with key stakeholders. The specific strategies used will be adapted to the sector's unique goals.

103. (D) Provide journalists first-hand experience of a location or service.
A familiarization tour is a specialized public relations tool where journalists are invited to visit a specific location or experience a service firsthand. This technique is often used in the tourism and hospitality industries to build relationships and generate positive media coverage. By providing journalists with a direct experience, organizations increase the likelihood of authentic and detailed reporting. This proactive approach helps in building credibility and provides media members with the material they need to produce engaging stories.

104. (A) An emerging public debate over the impact of company packaging.
Issues management is a proactive form of public relations that involves identifying and addressing emerging trends or public debates before they become full-blown crises. An emerging debate over company packaging, for example, allows an organization to engage with stakeholders and adjust its policies early. In contrast, sudden

63. (A) Relying more on non-verbal cues and relationships than direct statements.
In high-context cultures, communication is deeply influenced by the surrounding environment and the established relationships between the parties involved. Messages are often delivered indirectly, with significant meaning conveyed through non-verbal cues and the social context. Public relations campaigns in such regions must prioritize building long-term trust and respect for local traditions. This contrasts with low-context cultures, where communication tends to be more direct, literal, and explicit, requiring a shift in strategy for international practitioners to be effective.

64. (B) Creating a standard to measure future communication efforts against.
Benchmarking is a critical final step in a communication audit that establishes a baseline for future evaluation. By creating a standard based on the audit's findings, an organization can measure its progress over time and assess the impact of new communication initiatives. This process allows for continuous improvement by identifying trends and shifts in stakeholder perceptions. Without a benchmark, it is difficult to determine if strategic changes are actually achieving their intended goals and improving the overall communication performance.

65. (B) Groups of people who share a common interest in a given situation.
In the context of public relations, a public is not just the general population but a specific group of people who are connected by a shared interest or a common problem. These groups can include employees, customers, investors, government regulators, and local communities. Publics are dynamic and can form around specific issues or events. Understanding the unique characteristics and needs of each public is essential for developing effective communication strategies that foster mutual understanding and build strong, lasting relationships.

66. (A) Deeper knowledge of the organization's culture, products, and personnel.
An in-house public relations department offers the significant advantage of being deeply integrated into the daily operations and culture of the organization. Staff members have immediate access to technical experts and executive leadership, allowing for a more nuanced understanding of the company's goals and challenges. This internal perspective often leads to messaging that is more authentic and better aligned with the firm's true identity. Furthermore, in-house teams provide consistent and immediate support, which is vital during fast-moving crisis situations.

67. (C) Enhances reputation by demonstrating commitment to ethical behavior.
Corporate social responsibility is a powerful public relations tool because it aligns an organization's actions with broader societal values. By engaging in ethical practices and supporting social or environmental causes, a company demonstrates that it is a responsible and caring member of the community. This builds significant goodwill and trust among stakeholders, which in turn enhances the overall corporate reputation. While it may not always lead to immediate sales, it creates a long-term foundation of support and positive perception.

68. (D) The victim cluster (e.g., natural disasters, product tampering).
According to Situational Crisis Communication Theory, the reputational threat is lowest in the victim cluster because the public perceives the organization as a victim rather than the cause of the problem. Events like natural disasters or malicious product tampering by outside parties are seen as beyond the organization's control. In these situations, the public is more likely to offer sympathy and support. Consequently, the organization's responsibility for the crisis is minimized, leading to a much lower impact on its overall reputation.

69. (C) Paying a journalist for a review and presenting it as unbiased content.
Paying for a news review while presenting it as independent and unbiased content is a deceptive practice that violates the core ethical standards of public relations. This tactic misleads the audience and undermines the credibility of both the journalist and the organization involved. Ethical communication requires transparency about any financial relationships or sponsorships. Maintaining a clear distinction between paid content and earned media is essential for ensuring

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helps restore public confidence and shows a commitment to transparency and accountability. Leadership visibility provides a sense of control and compassion, which are essential for de-escalating tensions. When the head of an organization is present and communicative, it reinforces the message that the crisis is a top priority for resolution.

112. (B) Falsely promoting policies as environmentally friendly when they are not.
Greenwashing is an unethical communication practice where an organization uses public relations tactics to falsely project an environmentally friendly image. It involves exaggerating or fabricating environmental commitments to mislead the public. This deceptive practice undermines genuine sustainability efforts and damages the credibility of the entire public relations profession. When greenwashing is exposed, it can lead to severe reputational damage and loss of trust. Ethical practice requires transparency and factual evidence to support any claims regarding environmental or social responsibility.

113. (B) Provides a baseline for measuring effectiveness of future activities.
A significant benefit of conducting a communication audit is the establishment of a baseline, or benchmark, for measuring future effectiveness. By understanding the current state of communication, an organization can set realistic goals and track its progress over time. This evaluation process allows for a fact-based assessment of new initiatives and helps justify resource allocation. Without a baseline, it is difficult to determine if communication strategies are actually improving and achieving the desired impact on stakeholder perceptions and organizational goals.

114. (A) Advising management on ethical conduct and social responsibility.
Public relations professionals often serve as the corporate conscience by advising management on the ethical implications of their decisions and actions. This function involves ensuring that the organization acts as a responsible corporate citizen and remains aligned with societal values. By advocating for ethical conduct and social responsibility, public relations helps build long-term trust and credibility. This proactive role is essential for protecting the organization's reputation and ensuring that it operates in a way that is beneficial to both itself and society.

115. (C) Investor Relations
In the private sector, investor relations is a specialized and critical sub-function of public relations. It focuses on maintaining transparent and professional relationships with shareholders, financial analysts, and the broader investment community. By providing accurate information about the company's financial performance and future strategy, investor relations professionals help build confidence and ensure market stability. This function is vital for private corporations to secure the capital and support necessary for business growth and achieving their long-term economic objectives.

116. (D) Attract media attention and create positive target interactions.
Special events are strategic public relations tools designed to attract media coverage and foster positive interactions with target audiences. These events can include product launches, grand openings, or community celebrations. By creating a memorable and newsworthy experience, an organization can generate publicity and build goodwill. Special events provide an opportunity for direct engagement, allowing the organization to showcase its personality and values. When executed effectively, they enhance brand visibility and strengthen relationships with various stakeholder groups.

117. (B) Q, S, R, P
Crisis response strategies can be categorized on a continuum from defensive to accommodative. Attacking the accuser is the most aggressive and defensive posture, followed by denial of the crisis. Justification is a middle-ground approach where the organization attempts to minimize perceived damage. The most accommodative strategy is a full apology, where the organization accepts responsibility and takes steps to remedy the situation. Choosing the right strategy depends on the level of responsibility and the potential impact on the organization's reputation.

118. (B) Independence

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practices like obfuscation and intentional deception are universally condemned. Adhering to these positive ethical standards is essential for maintaining the credibility and social status of the public relations profession.

91. (D) Cross-cultural competency
Success in international public relations is heavily dependent on a practitioner's ability to understand and respect different cultural norms, values, and communication styles. Cross-cultural competency allows professionals to adapt their messages and tactics so that they are effective and respectful in diverse global markets. Without this skill, campaigns may fail due to cultural misunderstandings or offensive content. Developing a high level of cultural intelligence is therefore essential for any public relations professional working across national and cultural borders.

92. (B) A diagnostic tool
A communication audit is primarily a diagnostic tool used to assess the current state of an organization's communication health. It identifies specific problems, gaps, and areas for improvement by analyzing data from various sources. Just as a medical diagnosis identifies the root cause of an illness, a communication audit uncovers the underlying issues affecting organizational messaging and stakeholder relationships. This analysis provides a factual basis for developing effective strategies and ensuring that communication efforts are achieving their goals.

93. (C) It helps manage relationships and reputation to achieve long-term goals.
Public relations is a strategic management function because it is directly linked to an organization's long-term success and overall mission. It involves research and planning to manage relationships and reputation, which are vital intangible assets. By aligning communication with business objectives, public relations helps an organization navigate challenges and capitalize on opportunities. This strategic focus ensures that all communication activities contribute to the sustained health and legitimacy of the organization in a complex and dynamic social environment.

94. (D) It provides internal knowledge alongside external specialization.
A hybrid public relations structure offers the best of both worlds by combining the deep organizational knowledge of an in-house team with the specialized skills and objective perspective of an external agency. This model allows for consistent internal support while providing access to high-level expertise for specific projects or crises. It ensures that communication strategies are grounded in the organization's culture but benefit from fresh, innovative ideas. This balanced approach is often the most effective way to manage reputations.

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95. (A) Government and legislators
Lobbying is a specialized and direct public relations technique focused on influencing the decisions of government officials and legislators. Its primary goal is to advocate for or against specific laws and regulations that could affect an organization or industry. Lobbyists provide factual information and policy arguments to help shape the legislative process in their client's favor. This function requires a deep understanding of political systems and a commitment to transparent and ethical advocacy to maintain overall credibility.

96. (B) Centralizing info flow and coordinating the response team's activities.
Establishing a dedicated crisis communication center, or war room, is critical for centralizing information and ensuring a coordinated organizational response. This physical or virtual space allows the crisis team to collaborate in real-time, verify facts, and manage the flow of information to all stakeholders. By centralizing operations, the organization can maintain a consistent voice and respond more effectively to fast-moving events. This structured approach is essential for reducing confusion and ensuring that the crisis is managed professionally.

97. (B) Act in the best interest of the client, based on trust and confidence.
A fiduciary relationship in public relations implies that a practitioner has a legal and ethical duty to act in the best interests of their client. This relationship is built on trust, loyalty, and the professional's commitment to providing objective and honest counsel. It requires practitioners

ethical standards is essential for the profession's overall reputation.

125. (C) International Public Relations
Public diplomacy is a specialized form of international public relations practiced by governments to build relationships and promote their interests with foreign publics. It involves communication efforts designed to influence the perceptions and attitudes of people in other countries. Unlike traditional diplomacy between government officials, public diplomacy focuses on engaging broad audiences through cultural exchanges, media outreach, and social programs. This strategic communication is essential for building international goodwill, enhancing a nation's soft power, and achieving its long-term foreign policy goals.

126. (D) Discrepancy between organization messaging and audience perception.
A communication gap identified in an audit refers to the difference between what an organization intended to communicate and how that message was actually received by its audience. These gaps often occur due to poor message design, inappropriate channel choice, or external noise. Identifying these discrepancies is a key objective of an audit, as it allows management to refine their strategies and ensure their messaging is effective. Closing these gaps is essential for building clear, accurate, and consistent stakeholder relationships.

127. (A) Corporate Reputation
The primary and overarching goal of corporate communication is to build and maintain a favorable corporate reputation among all stakeholder groups. Reputation is the collective assessment of an organization's past actions and its ability to deliver value in the future. A strong reputation is a vital strategic asset that fosters trust, attracts investment, and provides resilience against potential crises. Corporate communication achieves this by ensuring that all organizational messaging is consistent, transparent, and aligned with its core mission and values.

128. (B) To build credibility and public trust to encourage donations.
For non-governmental organizations, a structured public relations function is essential for building the credibility and public trust necessary to attract financial support. Since these organizations rely on donations rather than commercial sales, they must effectively communicate their mission and demonstrate the positive impact of their work. By fostering strong relationships with donors and the community, public relations professionals ensure that the organization has the resources to continue its advocacy and social services. Trust is the foundation of the non-profit sector.

129. (B) Unedited video material news stations use to create stories.
B-roll is a valuable public relations tool consisting of unedited video footage provided to television news stations. It typically includes background scenes, interviews, and action shots related to a news story. By providing B-roll, organizations make it easier for television journalists to produce visually engaging and accurate reports. This footage allows news stations to edit the material according to their specific needs while ensuring that the organization's key visual messages and elements are included in the final broadcast.

130. (A) Communicate the steps being taken to prevent a recurrence.
In the post-crisis phase, the primary communication objective is to restore trust and demonstrate that the organization has learned from the event. This involves clearly communicating the specific actions and policy changes being implemented to prevent a similar crisis in the future. By taking responsibility and showing a commitment to improvement, the organization can begin to rebuild its reputation and reassure stakeholders. Fulfilling promises made during the crisis and being transparent about recovery efforts are essential for long-term healing.

131. (B) P-2, Q-4, R-1, S-3
Ethical violations in public relations take many forms, each undermining the profession's integrity. Greenwashing involves falsely claiming environmental friendliness to mislead the public. Astroturfing is the creation of fake grassroots movements to hide true sponsorship. Spin is the biased interpretation of information to manipulate opinion. A conflict of interest occurs

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communication and dialogue, ensuring that the organization remains successfully connected to the society in which it operates.

186. (A) PR may advocate for transparency while legal advises minimal disclosure.
A potential conflict often exists between public relations and legal departments, especially during a crisis. Public relations professionals often advocate for transparency and rapid communication to protect the organization's reputation and maintain public trust. In contrast, legal counsel may advise minimal disclosure to reduce potential legal liability. Balancing these two perspectives is a major challenge for management. Effective organizational leadership requires integrating both strategic communication and legal considerations to ensure the firm's long-term survival and ethical standing are both protected.

187. (D) Employee Intranet Portal
An employee intranet portal is a specific digital resource used in corporate communication to facilitate internal information sharing and engagement. It serves as a secure, central platform where staff can access company news, policies, and collaborative tools in real-time. Unlike traditional printed newsletters, the intranet allow for interactive communication and immediate updates. This digital tool is essential for maintaining a consistent organizational culture and ensuring that all employees are informed and aligned with the company's strategic goals and internal values.

188. (B) P-3, Q-2, R-4, S-1
Organizations can face different types of crises, each requiring a specific management approach. Natural disasters like hurricanes can physically disrupt facilities. Malevolence occurs when external parties, like disgruntled ex-employees, intentionally sabotage operations. Technical breakdowns involve failures in equipment or product design, leading to issues like recalls. Human breakdowns occur through employee error or negligence. Categorizing a crisis correctly is the first step in developing an effective response strategy that addresses the root cause and mitigates reputational damage.

189. (C) Verifying facts to ensure all communication is accurate.
Due diligence in public relations involves a rigorous commitment to verifying all facts before they are disseminated to the public or the media. This process is an essential part of ethical practice, ensuring that all organizational communication is accurate, truthful, and reliable. By performing due diligence, practitioners protect their own credibility and the reputation of their clients. It prevents the spread of misinformation and demonstrates a professional commitment to high standards of honesty and transparency in the marketplace of ideas.

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190. (D) A government communicating with foreign publics to promote interests.
Public diplomacy is a strategic form of international public relations where a government communicates directly with foreign publics rather than just other government officials. The goal is to build international goodwill, enhance the nation's reputation, and promote its long-term interests and values abroad. This involve activities like cultural exchanges, international broadcasting, and educational programs. By engaging with people in other countries, public diplomacy helps build a foundation of mutual understanding that supports a nation's soft power and global influence.

191. (A) A strategic review
A communication audit is best compared to a strategic review of an organization's communication functions and performance. Just as a business strategy review assesses the effectiveness of current operations in achieving long-term goals, the audit evaluates how well communication efforts support the organizational mission. This diagnostic process identifies strengths, weaknesses, and opportunities for improvement. It provides a factual foundation for future planning and ensures that all communication resources are being used effectively to manage reputation and stakeholder relationships.

192. (B) Ethical and strategic.
The shift from simple one-way press agentry toward two-way symmetrical communication represents the evolution of public relations into a more ethical and strategic discipline. Unlike

differences in media freedom, censorship, and journalistic practices across different countries. Cultural variations in communication styles and diverse legal regulations also present constant challenges. Recognizing these differences and adapting strategies to suit local media landscapes is essential for the success of any international campaign and for effectively managing an organization's global reputation.

139. (D) A review of the organization's mission, goals, and objectives.
A comprehensive communication audit should ideally begin with a thorough review of the organization's overall mission, business goals, and strategic objectives. This initial step is critical for ensuring that the audit's findings and recommendations are aligned with the company's true priorities. By understanding the organization's direction, auditors can evaluate how well existing communication efforts support these goals. This strategic foundation ensures that the audit provides a meaningful assessment of the communication function's effectiveness in contributing to the organization's success.

140. (B) A management function coordinating internal and external communication.
Corporate communication is defined as a strategic management function responsible for the coordination of all internal and external communication activities. Its goal is to create a unified and favorable corporate identity and reputation across various stakeholder groups. Unlike tactical marketing activities, it takes a holistic view of the organization's communication landscape. By ensuring consistency and transparency in all messaging, corporate communication helps build long-term trust and credibility, aligning all communication efforts with the organization's core values and business objectives.

141. (C) State Sector
The Directorate of Advertising and Visual Publicity (DAVP) is a central agency of the Government of India that manages the advertising and public relations needs of various government ministries and departments. It serves a function similar to a professional PR agency, but specifically for the state sector. Its primary responsibility is to disseminate information about government policies, programs, and social welfare schemes to the public. This agency plays a critical role in ensuring that government messaging is professional, wide-reaching, and effectively communicated to citizens.

142. (D) Internal Relations
An internal company newsletter is a primary tool used in the area of internal relations to engage and inform employees. It serves as a platform for sharing company news, recognizing employee achievements, and reinforcing the organizational culture. By keeping the staff informed about corporate goals and developments, the newsletter helps build a sense of belonging and alignment. Effective internal communication is essential for maintaining high morale, fostering productivity, and ensuring that all employees are working together toward the organization's strategic objectives.

143. (A) Situational Crisis Communication Theory (SCCT)
Situational Crisis Communication Theory, developed by Timothy Coombs, provides a framework for selecting the most effective crisis response strategy based on the level of reputational threat. The choice of strategy is determined by how much responsibility for the crisis the public attributes to the organization. By understanding public perception and the specific crisis type, public relations professionals can choose responses that range from defensive to accommodative. This research-based approach helps organizations protect their reputation and manage the crisis more effectively.

144. (B) Both (A) and (C).
Advocacy is a fundamental value in the public relations profession, where practitioners serve the public interest by acting as responsible advocates for their clients. This involves providing a clear voice in the marketplace of ideas, helping publics make informed decisions based on facts and diverse viewpoints. Ethical advocacy requires balancing the client's needs with a duty to truth and public discourse. By performing this role with integrity, public relations professionals contribute to a healthy and informed society, while simultaneously supporting the interests they represent.

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when personal interests potentially compromise professional duties. Recognizing these violations is essential for maintaining ethical standards and building public trust, as each tactic relies on deception rather than honest, transparent communication.

132. (D) It has full support and participation from top management.
For a communication audit to be truly effective, it must have the active support and participation of the organization's top leadership. Management's involvement ensures that the audit is given the necessary priority and resources, and that its findings are taken seriously. When leaders support the process, it encourages employees to provide honest feedback, leading to more accurate data. Furthermore, the recommendations generated by the audit are more likely to be implemented when they have the backing of senior management.

133. (C) Public Relations
The concept of being a good corporate citizen is a central theme in modern public relations, which emphasizes an organization's responsibility to society. This involves acting ethically, supporting social causes, and being transparent about organizational impact. Public relations professionals advocate for corporate social responsibility and help align organizational actions with the values and expectations of the community. By demonstrating a commitment to the public good, organizations build trust and enhance their overall reputation, proving that they are responsible and ethical members of society.

134. (B) Highlighting contribution to development and social obligations.
Public sector undertakings have a unique mandate to serve the public interest while pursuing commercial goals. A key function of their public relations departments is to highlight the organization's contributions to national development and its commitment to social obligations. By communicating their role in building infrastructure, creating jobs, and supporting social welfare, these entities demonstrate their public value. This focus on accountability and social responsibility is essential for maintaining legitimacy and building trust with the government and the citizenry.

135. (D) Provide a single, consistent voice for the organization.
A spokesperson is a critical resource in public relations, serving as the official representative and single authoritative voice for an organization. This role is especially vital during a crisis to ensure that communication remains consistent and clear, preventing the release of conflicting information. By speaking on behalf of the organization, the spokesperson builds a relationship with the media and the public, enhancing credibility and trust. This consistency helps manage the narrative and ensures that key messages are delivered effectively.

136. (A) Both A and R are true and R is the correct explanation of A.
In crisis communication, the speed of response is crucial for an organization to maintain control over the narrative. A rapid response allows the organization to be seen as a proactive and credible source of information before rumors or misinformation can take hold. By being the first to speak, the organization can frame the story accurately and address concerns immediately. This prevents an information vacuum and demonstrates that the firm is taking the situation seriously, which is essential for protecting its reputation.

137. (A) I and IV only
Professional ethics in public relations are based on honesty, transparency, and the protection of confidential information. Statements suggesting that ethics are merely about a positive image at any cost or that confidentiality can be breached for personal gain are fundamentally incorrect. Ethical codes provide a necessary framework for responsible practice and decision-making. Disseminating false information is a serious breach of these standards. Practitioners must balance client interests with the public good, ensuring the profession maintains its integrity and the public's trust.

138. (A) The universal and standardized nature of media outlets worldwide.
The assumption that media outlets are universal and standardized worldwide is incorrect and represents a major misunderstanding in international public relations. In reality, practitioners must navigate significant

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The scope of public relations is broad and multifaceted, involving the management of relationships with a wide range of stakeholder groups. This includes internal audiences like employees, as well as external publics such as customers, the news media, government agencies, and the local community. By engaging with these diverse groups, an organization can build a foundation of trust and mutual understanding. Effective public relations ensures that the organization remains responsive and effectively connected to all parts of society that influence its success.

153. (C) Political influence and public accountability.
A primary difference between the public and private sectors in public relations is the level of political influence and public accountability involved. Public sector organizations are funded by taxpayers and have a mandate to serve the public interest, making transparency and accountability essential. In contrast, private corporations are more focused on commercial goals and shareholder value. This difference in purpose and funding significantly influences the strategies and structures of their respective public relations departments, as they must navigate different levels of oversight and public expectations.

154. (A) A brief, initial statement acknowledging the situation while more data is gathered.
A pitch in media relations is a brief and persuasive message sent to a journalist to spark their interest in a specific story idea or topic. Unlike a broad press release, a pitch is often highly personalized and tailored to the interests of a particular reporter or media outlet. The goal is to demonstrate why the story is relevant and newsworthy for their audience. Successful pitching is a key technique for securing earned media coverage and building professional relationships with journalists.

155. (D) A reputational crisis requiring careful communication management.
When a high-profile leader like a CEO is involved in a personal scandal, it can quickly evolve into a reputational crisis for their organization. Even if the event is unrelated to the business, the public often links the individual's behavior with the company's values. This situation requires careful communication management to distance the organization from the scandal while reinforcing its own ethical standards. Failure to address the issue can lead to a loss of trust from employees, investors, and customers.

156. (D) Statement I is false, but Statement II is true.
Professional codes of ethics in public relations are not primarily intended for legal prosecution, but rather to provide a framework for ethical practice and decision-making. These standards serve to guide practitioners, build public trust, and enhance the reputation of the profession by promoting values like honesty, accuracy, and advocacy. By adhering to these principles, professionals contribute to the credibility of their field. While they are not laws, they represent a collective commitment to maintaining high moral standards in all organizational communication.

157. (C) International Public Relations
Failing to account for cultural and linguistic differences in a foreign market is a common challenge in international public relations. When a message is poorly translated or culturally insensitive, it can lead to offensive content that damages the brand's reputation locally. International public relations requires a deep understanding of local customs, values, and languages to ensure that messaging is both effective and respectful. This specialized field focuses on bridging these national and cultural gaps to build authentic relationships with diverse global publics.

158. (D) How target audiences are receiving and interpreting messages.
The feedback loop is a critical component of a communication audit because it provides insights into how target audiences are actually receiving and interpreting an organization's messages. This two-way process allows the organization to understand whether its communication goals are being met or if there is a gap between intent and perception. By listening to stakeholder feedback, management can make informed adjustments to their strategies and messaging. This continuous evaluation ensures that communication efforts remain relevant, effective, and responsive to audience needs.

159. (A) immediate and perceptual; long-term and performance-based

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145. (B) Establishing the scope and objectives of the audit.
The first step in conducting a communication audit is to clearly establish its scope and primary objectives. This involves deciding exactly which communication channels and stakeholder groups will be evaluated and what the organization hopes to achieve through the process. By setting these parameters early, the audit becomes more focused and manageable. This initial planning phase provides a roadmap for data collection and analysis, ensuring that the final findings and recommendations are relevant and useful for strategic decision-making.

146. (A) Issues Management
Issues management is the proactive and strategic process of identifying, monitoring, and addressing emerging trends or public concerns that could affect an organization's future reputation. By evaluating potential policy shifts or social debates early, an organization can adapt its behavior and communication to mitigate risks or capitalize on opportunities. This proactive approach helps prevent emerging issues from escalating into major crises. Effective issues management allows an organization to shape the narrative and remain resilient in a dynamic and often unpredictable public environment.

147. (C) A large corporation operating in diverse cultural markets.
A decentralized public relations structure is often most effective for large corporations that operate across diverse cultural and legal markets. This model gives local managers the autonomy to tailor their communication strategies to the unique needs and norms of their specific regions. By allowing for localized messaging and relationship building, the organization can build more authentic connections with local publics. While it requires central coordination for brand consistency, decentralization provides the flexibility and agility necessary for success in complex global environments.

148. (D) A news story resulting from a press release.
Uncontrolled media refers to communication channels where an organization provides information but has no final authority over how it is used or presented. A news story resulting from a press release is a classic example, as the journalist and editor decide whether to cover the story and how to frame it. While this lack of control can be risky, earned media coverage often carries much higher credibility than controlled channels because it is perceived as an independent third-party endorsement.

149. (B) S, Q, P, R
During the acute stage of a crisis, an organization must act in a logical and rapid sequence to manage the situation effectively. The process begins with verifying the facts and assessing the severity of the crisis. Once the situation is understood, the crisis communication plan is activated to coordinate the response. Initial holding statements are then issued to acknowledge the event while more information is gathered. Finally, the organization must continuously monitor media and public responses to adjust its communication as needed.

150. (B) Honesty
Knowingly spreading false rumors about a competitor is a direct violation of the fundamental ethical principle of honesty in public relations. This deceptive practice undermines the integrity of the profession and misleads the public. Professional codes of conduct require practitioners to be truthful and accurate in all their communications. Engaging in such behavior damages the practitioner's own credibility and the reputation of their client. Ethical practice requires a commitment to factual accuracy and fair competition in the marketplace of ideas.

151. (A) I, II, III, and IV only
A comprehensive communication audit assesses several key components to determine the effectiveness of an organization's messaging. This includes evaluating the clarity of the messages being sent, the effectiveness of the channels used, and how well the audience is receiving and responding to the information. Crucially, it also examines how well communication efforts are aligned with the organization's broader business goals. These elements provide a detailed overview of the organization's communication health, helping to identify gaps and areas for strategic improvement.

152. (A) Employees, customers, media, and government agencies.

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is actively building a foundation of support and mutual understanding.

166. (B) Media Relations, Investor Relations, and Internal Communications.
A typical public relations structure in a large private corporation is often divided into specialized sub-functions to manage different stakeholder groups effectively. Media relations focuses on interactions with journalists, investor relations manages relationships with the financial community, and internal communications ensures that employees are engaged and informed. By organizing the department this way, the company can ensure that each critical audience receives tailored and consistent messaging. This structure allows for a more strategic and holistic approach to managing the organization's overall reputation.

167. (D) A tech company funding digital literacy in underserved areas.
Corporate social responsibility involves organizations going beyond legal requirements to contribute positively to society. A tech company funding digital literacy programs is a prime example of an ethical public relations tool that builds significant goodwill. This activity demonstrates a commitment to the public good and aligns the company's resources with societal needs. By engaging in such initiatives, organizations enhance their overall reputation and foster trust among stakeholders, showing that they are responsible and caring members of the community they serve.

168. (A) An operational crisis
An operational crisis occurs when an organization's core business processes or systems fail, leading to significant disruption in service or product delivery. An airline's IT system failure that results in mass cancellations is a classic example of this type of crisis. It has an immediate and direct impact on customers and the company's ability to function. Such events require rapid communication to manage customer frustration and address the technical problem. Failure to manage operational crises effectively can lead to long-term reputational and financial damage.

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169. (A) Both A and R are true and R is the correct explanation of A.
International public relations campaigns require a deep and nuanced understanding of local cultures because symbols and messages can have vastly different meanings in different regions. What is considered positive in one culture may be offensive or misunderstood in another, potentially leading to the failure of a global campaign. By researching local customs and media landscapes, public relations professionals can ensure that their messaging is culturally sensitive and effective. This localization is essential for building trust and authentic relationships across diverse international borders.

170. (A) To identify inconsistencies between desired image and actual reputation.
A primary objective of a communication audit is to identify gaps between an organization's desired corporate image and its actual reputation among stakeholders. By analyzing data on current perceptions, management can determine if their messaging is effective or if it is being misinterpreted. This identification of inconsistencies allows the organization to adjust its communication strategy and behavior to better align with its goals. Bridging this gap is essential for building a credible reputation that is based on accurate and consistent information.

171. (D) Identity, image, and reputation.
The scope of corporate communication is specifically focused on the strategic management of an organization's identity, image, and reputation. It involves coordinating all internal and external communication efforts to ensure that the organization is perceived consistently and positively by its various stakeholders. This management function includes media relations, employee engagement, and crisis management, all aimed at protecting and enhancing the corporate brand. By managing these intangible assets, corporate communication contributes directly to the organization's long-term legitimacy, credibility, and strategic business success.

172. (A) Creative, low-cost tactics and building strong media relationships.
Non-governmental organizations often operate with limited budgets for public relations, which necessitates a greater reliance on creative and

Corporate image and corporate reputation are related but distinct concepts. An image is the immediate and often volatile mental picture that publics have of an organization, which can be influenced by specific events or marketing campaigns. In contrast, reputation is a collective, long-term assessment of an organization's character and performance over time. While an image can be shaped quickly, a reputation is built slowly through consistent actions and ethical behavior. Managing both requires a strategic and sustained effort across all organizational communication channels.

160. (B) Objectivity and a fresh, outside perspective.
A primary advantage of hiring an external public relations agency is the objectivity and fresh perspective that an outside team can provide. Unlike in-house staff who may be too close to internal politics and organizational culture, agency professionals can offer unbiased counsel and innovative ideas. This external viewpoint is especially valuable for identifying blind spots and developing creative solutions for complex challenges. Agencies also bring a wide range of specialized skills and experiences from working with diverse clients, enhancing the organization's overall communication capabilities.

161. (B) P-4, Q-3, R-1, S-2
The evolution of public relations can be understood through four distinct models with different characteristics. Press agentry focuses on one-way hype and exaggeration. Public information emphasizes truthful and accurate dissemination of information. The two-way asymmetrical model uses research to persuade publics to accept the organization's point of view. Finally, the two-way symmetrical model focuses on dialogue and negotiation to achieve mutual understanding. This progression reflects the field's move toward greater strategic importance and ethical responsibility in managing relationships between organizations and their publics.

162. (A) Be the single authoritative source for consistency and control.
The primary role of a designated spokesperson during a crisis is to serve as the organization's single authoritative source of information. This ensures that all messages delivered to the media and the public are consistent and clear, preventing the spread of contradictory or confusing details. By centralizing communication, the organization can maintain a higher level of control over the narrative and demonstrate professional management. A well-prepared spokesperson builds credibility and trust, which are essential for protecting the organization's reputation.

163. (C) Clearly stating who is paying for a communication campaign.
Transparency is a core ethical principle in public relations that is best demonstrated by clearly disclosing the source and intent of any communication effort. This includes identifying who is paying for a campaign or sponsoring a specific message. By being open about these relationships, public relations professionals allow the audience to evaluate the information they receive fairly. Deceptive practices, such as masking the true source, undermine public trust and the integrity of the profession. Transparency is essential for building authentic and honest relationships.

164. (D) Qualitative
Qualitative research methods, such as focus groups and in-depth interviews, are used in a communication audit to gather rich, descriptive data about stakeholder perceptions and attitudes. Unlike quantitative methods that focus on numbers and statistics, qualitative research provides deep insights into the 'why' behind people's opinions. It allows researchers to explore complex issues and understand the nuances of organizational communication. This data is essential for identifying underlying problems and developing more effective, empathetic strategies that resonate with target audiences on a deeper level.

165. (C) Proactive and long-term, not just reactive and short-term.
Defining public relations as a deliberate, planned, and sustained effort emphasizes that it is a strategic management function rather than just a series of tactical responses to events. Effective public relations requires long-term research and planning to build and maintain trust and goodwill. By being proactive, organizations can shape their reputation and manage relationships consistently over time. This sustained effort ensures that the organization is not merely reacting to crises but

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Government public relations professionals have a primary responsibility to inform the citizenry about public policies, services, and legislative developments. Unlike their corporate counterparts whose goals are often linked to product sales and profitability, government practitioners focus on transparency and public accountability. Their duty is to ensure that information is accessible and that citizens are well-informed to participate in the democratic process. This emphasis on public service and information dissemination is the core mandate of public relations within the state and government sector.

180. (D) A newspaper publishes its own editorial opinion.
An Op-Ed is a specialized public relations tool where an individual, such as a company executive or an expert, writes an opinion piece for a newspaper. These articles appear opposite the editorial page and provide a platform for sharing a specific perspective on a newsworthy issue. For an organization, Op-Eds are a way to influence public opinion and demonstrate thought leadership. They are considered earned media, as the newspaper's editors decide whether the content is valuable and relevant enough for publication.

181. (C) A proactive process of evaluating policy issues that affect an organization.
Issues management is a proactive public relations process focused on identifying and addressing emerging trends or public policy issues before they become crises. It involves monitoring the public environment and evaluating how specific debates or regulatory changes might impact the organization's future. By engaging with stakeholders early, an organization can adapt its behavior and messaging to shape the outcome. This forward-looking approach is essential for reducing organizational risk and ensuring that the firm remains resilient and effectively aligned with societal changes.

182. (B) Honesty
A public relations professional who refuses to spread false information about a competitor is upholding the fundamental ethical principle of honesty. This commitment to truthfulness is essential for maintaining personal and professional credibility. Ethical practice requires that all communications be accurate and fair, regardless of client pressure. By rejecting deceptive tactics, the practitioner protects the integrity of the profession and ensures that public trust is not undermined. Honesty is the foundation of effective and ethical relationship management between an organization and its publics.

183. (A) Both Statement I and Statement II are true.
Global public relations often involves the implementation of a single, uniform communication strategy designed to create a consistent brand identity across all markets. In contrast, international public relations emphasizes the need to tailor different strategies for each specific country or region to account for cultural and legal variations. Both approaches are relevant in the modern interconnected world, and organizations often use a combination of both. Choosing the right balance between standardization and localization is critical for effectively managing a global corporate reputation.

184. (A) The ease with which a written text can be understood.
Readability tests are objective tools used in a communication audit to measure how easily a written document can be understood by its target audience. These tests evaluate factors like sentence length and vocabulary complexity to determine the text's level of accessibility. Ensuring that materials like annual reports and newsletters are readable is essential for effective communication. If messages are too complex, they may be ignored or misunderstood, leading to a breakdown in stakeholder engagement and a failure to achieve communication goals.

185. (C) Relationships
At its core, public relations is fundamentally about the strategic management of relationships between an organization and its diverse publics. While it uses various tools like media relations and events, the ultimate goal is to build and maintain trust, goodwill, and mutual understanding. These relationships are the foundation of an organization's social legitimacy and overall reputation. Effective public relations requires a long-term commitment to ethical

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low-cost tactics. Instead of expensive advertising, they focus on building strong relationships with journalists and using social media to mobilize supporters. This approach requires public relations professionals in the NGO sector to be highly agile and innovative in their communication efforts. By focusing on storytelling and social impact, they can effectively advocate for their causes and attract donors despite having fewer financial resources than commercial entities.

173. (C) Controlled and uncontrolled media.
Public relations tools are broadly categorized into controlled and uncontrolled media. Controlled media include channels like company websites and internal newsletters where the organization has full authority over the content and timing of messages. Uncontrolled media involve third parties like news outlets where the organization provides information but has no control over the final presentation. Both categories are essential for a balanced strategy, as controlled media ensures consistency while uncontrolled media provides the high credibility associated with independent third-party endorsements.

174. (D) Fulfill promises and evaluate performance for future learning.
In the post-crisis phase, it is vital for an organization to fulfill any promises made during the event and to evaluate its performance for future learning. This evaluation process helps identify what worked well and where the crisis response could be improved. By taking accountability for their actions and being transparent about their recovery efforts, organizations can begin to rebuild trust and repair their reputation. This stage is critical for organizational growth and for ensuring greater resilience in the face of future challenges.

175. (A) Honesty and disclosure of information.
Astroturfing is a deceptive practice that directly violates the ethical principles of honesty and disclosure of information in public relations. By creating the false appearance of a grassroots movement while masking the true sponsors, the campaign intentionally misleads the public. Ethical public relations requires transparency about the source and intent of all communication efforts. Astroturfing undermines public trust and the credibility of the entire profession, as it relies on manipulation rather than honest and open dialogue with stakeholder groups.

176. (A) I, II, III, and IV only
Effective international public relations requires a sophisticated understanding of cultural sensitivity, language barriers, and local media habits. Practitioners must also navigate diverse political and legal environments that govern communication in different countries. Assuming that all foreign markets are identical to the home market is a significant error that often leads to campaign failure. Success in the global arena depends on the ability to adapt strategies and messages to suit the unique characteristics of each market while maintaining a consistent overall corporate identity.

177. (B) A point in the organization where communication flow is blocked.
A communication bottleneck identified during an audit is a specific point within an organization where the flow of information is delayed or blocked. This can occur due to poor management, a lack of appropriate communication channels, or technical issues. Identifying these bottlenecks is essential for improving organizational efficiency and ensuring that critical information reaches its intended recipients in a timely manner. Addressing these blocks helps foster a more transparent and responsive internal culture, which is vital for effective coordination and decision-making.

178. (A) Mutual understanding and public consent.
Modern public relations is based on the concepts of mutual understanding and public consent, which stand in direct opposition to the outdated "public be damned" attitude. This contemporary approach emphasizes that organizations must build and maintain healthy relationships through open dialogue and ethical behavior. By seeking public consent and fostering understanding, public relations helps an organization align its goals with the values of society. This two-way process is essential for establishing long-term legitimacy and trust, which are fundamental to sustainable success.

179. (C) Has a primary duty to inform citizens rather than sell a product.

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early publicity efforts focused on hype, modern public relations emphasizes dialogue, research, and mutual understanding. This strategic focus ensures that communication is integrated with organizational management and overall business goals. By prioritizing ethics and transparency, practitioners build long-term trust and credibility, transforming public relations into a vital function for maintaining healthy relationships in a complex society.

193. (B) The founder or CEO in combination with other roles.
In small start-up companies, a dedicated public relations department is often absent due to limited resources. Consequently, the public relations function is typically handled directly by the founder or CEO, often in combination with other management roles. This hands-on approach allows the leadership to personally shape the company's narrative and build initial relationships with early stakeholders. As the organization grows and its communication needs become more complex, it eventually transitions toward establishing more formal and specialized internal public relations structures.

194. (A) Associating with an event to generate positive publicity and goodwill.
Sponsorship is a strategic public relations tool where an organization provides support for an event, cause, or individual to gain public recognition. The primary benefit is the positive association with the sponsored entity, which can enhance the organization's image and build goodwill among stakeholders. By choosing sponsorships that align with their values, companies can demonstrate their commitment to the community or specific interests. This tool helps in generating publicity and fostering a positive perception of the organization in a non-commercial context.

195. (C) The best approach is to wait and see how the situation develops before communicating.
The "wait and see" approach is rarely effective in crisis communication and is often considered a major management mistake. Silence during the early stages of a crisis creates an information vacuum that rumors and misinformation will quickly fill. Instead, an organization should be proactive, empathetic, and honest from the beginning. While all the facts may not be known immediately, providing regular updates through holding statements demonstrates transparency and helps the organization maintain control of the narrative and public trust.

196. (D) Protecting client information and representing them with honor.
Loyalty is a core ethical principle requiring public relations professionals to remain faithful to those they represent while maintaining their duty to the public interest. This includes protecting confidential client information and representing the client's interests with honor and integrity. Loyalty does not mean participating in deceptive or illegal practices to help a client. Instead, it involves providing honest, objective counsel and professional support. Ethical loyalty is built on mutual trust and the practitioner's commitment to high standards of professional conduct.

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197. (C) Expatriate communities can bridge home and host countries.
The term diaspora refers to populations that have dispersed from their original homelands to other countries. In international public relations, these expatriate communities are significant because they can serve as powerful bridges between their home and host nations. They often have a deep understanding of both cultures and can influence perceptions in both locations. Engaging with diaspora groups allows organizations to build more authentic relationships and effectively navigate cultural nuances in global communication and brand management across various international borders.

198. (B) Assess the communication function in its current environment.
A SWOT analysis is a foundational strategic tool used in the early stages of a communication audit to identify an organization's Strengths, Weaknesses, Opportunities, and Threats. By evaluating these four areas, public relations professionals can gain a clear understanding of the internal and external factors affecting their communication performance. This assessment provides a factual basis for developing strategies that capitalize on strengths while addressing weaknesses. It ensures that communication efforts are realistically grounded in the current environment and organizational capabilities.

is following an ethnocentric or global approach. This model prioritizes consistency and brand unity above all else, often assuming that the home country's messaging will be universally effective. While this can lead to significant cost savings and a strong global identity, it risks being culturally insensitive or irrelevant in local markets. This approach contrasts with polycentric or glocal strategies that emphasize the need for adaptation to respect diverse cultural and linguistic national differences.

226. (A) To establish a baseline to measure future success against.
Conducting a communication audit before a major new campaign is essential for establishing a baseline, or benchmark, of current stakeholder perceptions and communication effectiveness. This initial measurement allows the organization to set realistic goals and objectively assess the impact of the new campaign once it is launched. By comparing post-campaign data against the initial baseline, public relations professionals can demonstrate the specific value and success of their efforts. This fact-based approach is critical for strategic planning and for justifying the organizational resources used.

227. (C) Two-way communication process.
A key concept of modern public relations is that it is a two-way communication process rather than just a one-way dissemination of information. This model emphasizes dialogue, feedback, and mutual understanding between an organization and its publics. By listening to stakeholder concerns and responding ethically, organizations can build stronger and more resilient relationships. This interactive approach moves beyond simple persuasion toward a more strategic and cooperative relationship management. It ensures that communication is a dynamic process that benefits both the organization and the diverse society it serves.

228. (D) Hierarchical and bureaucratic
Public relations structures in government departments are typically characterized by more hierarchical and bureaucratic frameworks than those in the private sector. These organizations follow formal administrative procedures and strict protocols for information approval and dissemination to ensure legal and policy compliance. This structure reflects the state's need for high levels of accountability and consistency in its communications with the citizenry. While this can sometimes reduce agility, it provides the formal oversight necessary for maintaining public trust and transparency within large and complex governmental systems.

229. (C) a formal broad announcement; a customized story idea for a journalist
The primary difference between a press release and a pitch lies in their target audience and format. A press release is a formal, broad announcement intended to provide newsworthy information to all relevant media outlets simultaneously. In contrast, a pitch is a personalized and customized story idea sent to a specific journalist or editor. The goal of a pitch is to interest a particular reporter in a story that fits their specific beat or audience. Both are essential tools for securing earned media and managing relationships.

230. (B) They can be powerful ambassadors, and their morale is key to continuity.
During a crisis, communicating with internal employees is critical because they are the organization's most powerful brand ambassadors. If employees are well-informed and feel supported, they can help defend the company's reputation to external publics. Maintaining staff morale is also essential for business continuity and ensuring that the organization can recover effectively. Ignoring the internal audience can lead to rumors and decreased productivity, which exacerbates the crisis. Internal communication should be honest, transparent, and frequent to maintain trust and alignment within the organizational team.

231. (D) Advise the client to correct the info and consider terminating the link.
When a public relations professional discovers that a client has been intentionally dishonest, they face a significant ethical dilemma. The most professional course of action is to advise the client to immediately correct the information and provide the truth. If the client refuses to act ethically, the practitioner must consider terminating the relationship to protect their own integrity and the standards of the profession. Participating in or concealing a lie violates the core principles of honesty and public interest

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the organization can identify barriers to effective communication and areas where internal culture can be strengthened. This focus on the internal audience is essential for building a well-informed, aligned, and motivated workforce.

206. (D) Strategic, integrated, and holistic.
Corporate communication represents a modern evolution of public relations that is more strategic, integrated, and holistic in its approach. Unlike older tactical models that focused narrowly on publicity or media relations, corporate communication manages all organizational messaging as a unified system. It ensures that internal and external communications are aligned with the company's core values and business objectives. This integrated focus allows for a more comprehensive management of the corporate brand and reputation across all diverse stakeholder groups and platforms.

207. (A) The PSU emphasizes national interest; the private firm focuses on profit.
A key difference between public sector undertakings and private corporations lies in their core motivations and mandates. While a private firm's public relations approach is often driven by profitability and competitive positioning, a public sector entity emphasizes its role in serving the national interest and public welfare. This difference in focus significantly influences their messaging and stakeholder priorities. Public sector organizations must demonstrate accountability to the citizenry, whereas private firms are primarily accountable to their shareholders and customers in the marketplace.

208. (B) A targeted pitch to a specialized academic journal.
For reaching a niche audience like academics with complex information, a targeted pitch to a specialized journal or publication is the most effective public relations strategy. This approach ensures that the message is delivered through a credible channel that is already trusted by the specific target audience. Unlike broad media like television, niche media allow for the detailed and technical communication necessary for academic engagement. This specialized outreach is a key technique for building authority and influence within specific professional or scholarly communities.

209. (B) Blaming an individual to divert responsibility from the organization.
Scapegoating is a defensive crisis communication tactic where an organization attempts to avoid blame by shifting the responsibility for an event to a specific individual or outside party. While this may temporarily deflect criticism, it is often seen as an unethical and risky strategy that can ultimately damage organizational credibility. The public and media may perceive it as an attempt to hide systemic failures. Effective crisis management usually focuses on taking accountability and addressing root causes rather than searching for someone to blame.

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210. (A) It ensures they provide objective counsel and are accountable.
Independence is a vital ethical value because it allows public relations professionals to provide unbiased and objective counsel to organizational leadership. By maintaining a level of professional independence, practitioners can identify potential issues and speak truthfully about the ethical implications of decisions. This value ensures that they are not merely "yes-people" but are responsible advisors who prioritize truth and the public interest. Independence builds credibility and trust, ensuring that the public relations function serves as an ethical anchor for the organization.

211. (A) R, S, P, Q
The evolution of public relations follows a chronological path from early hype toward sophisticated strategic management. It began with P.T. Barnum's press agentry in the 19th century. Later, Edward Bernays introduced psychological principles into campaigns. By the late 20th century, corporate social responsibility became a mainstream expectation for organizations. Most recently, the rise of digital and social media has completely transformed how public relations is practiced. This timeline reflects the field's continuous growth in professionalism, ethics, and strategic integration with overall organizational management.

212. (D) Strive for world-oriented strategies while remaining locally responsive.

A geocentric approach in international public relations seeks to create a truly global strategy that combines universal best practices with a deep sensitivity to local cultural differences. Instead of favoring either the home country or the host country, this model strives for a balanced, world-oriented perspective. It allows organizations to maintain a consistent global brand identity while remaining responsive to the unique needs and values of diverse local markets. This integrated approach is essential for achieving effectiveness and building trust in a complex world.

213. (C) The tone and quality of relationships with key stakeholders.
Qualitative outcomes in a communication audit focus on the deeper meaning and value of organizational interactions rather than just numerical data. Measuring the tone and quality of relationships with key stakeholders provides a nuanced understanding of how trust and goodwill are being built. These insights help identify the underlying attitudes that drive stakeholder behavior. While quantitative metrics provide scale, qualitative outcomes offer the necessary depth to evaluate if communication efforts are fostering the mutual understanding and long-term support essential for organizational success.

214. (B) The relationship should be beneficial to both the organization and its publics.
The concept of mutual benefit is central to modern public relations, suggesting that the goal of communication is to create value for both the organization and its various publics. This two-way approach moves beyond simple persuasion toward a model of cooperation and dialogue. By seeking mutually beneficial outcomes, organizations can build stronger, more sustainable relationships based on trust and shared interests. This ethical focus ensures that public relations efforts contribute positively to society while simultaneously supporting the organization's long-term business and reputational goals.

215. (D) Government PR uses taxes; NGO PR uses donations for a cause.
A primary structural difference between government and non-governmental organization public relations is the source of their funding and the nature of their mandate. Government public relations is funded by public taxes and focuses on informing citizens about policies and services. In contrast, NGO public relations relies on voluntary donations and is driven by the need to advocate for a specific cause or mission. These different funding models significantly influence how each sector manages its communication, prioritizes stakeholder groups, and measures the overall success of its outreach.

216. (A) P-4, Q-1, R-2, S-3
Public relations professionals use different tools to achieve specific purposes across various audiences. Annual reports are used to communicate financial health to shareholders and analysts. Pitch letters are designed to propose unique story ideas to individual journalists to gain media coverage. Intranets are specialized platforms for communicating directly with an organization's internal employees. Corporate social responsibility programs demonstrate social commitment and build goodwill with the community. Choosing the right tool for each objective is essential for effective and strategic organizational communication and relationship management.

217. (C) It can create rumors, erode credibility, and cause further damage.
During a crisis, providing unconfirmed or speculative information is highly risky and can severely damage an organization's reputation. Speculation often fuels rumors and creates confusion, making it harder to manage the actual situation. When an organization is found to be incorrect, its overall credibility is quickly eroded. Ethical crisis communication requires sticking to the facts and providing accurate, verified information. If details are unknown, it is better to be transparent about that fact and promise updates as new information becomes available.

218. (A) Both A and R are true and R is the correct explanation of A.
Public relations professionals have a fundamental ethical responsibility to correct any errors in information they have disseminated as soon as they are discovered. Maintaining honesty and accuracy is essential for building and protecting long-term credibility with the media and the public. By immediately addressing mistakes, practitioners demonstrate accountability and

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a commitment to the truth. This transparency helps preserve trust, which is the most valuable asset in the profession, and ensures that public discourse is based on reliable facts rather than misinformation.

219. (D) To discipline employees who communicate poorly.
The primary objectives of a communication audit are diagnostic and strategic, focusing on evaluating the effectiveness of communication channels and their impact on audiences. The process is designed to provide recommendations for improvement and to align communication with organizational goals. It is not intended to be a punitive tool for disciplining individual employees. Instead, the findings should be used to provide better training and resources, fostering a more effective and supportive communication environment within the organization to achieve its overall long-term strategic mission.

220. (B) Broad and multifaceted, covering many stakeholder groups.
The scope of public relations is broad and complex, involving the management of relationships with many different groups of people. It extends beyond media relations to include employee engagement, investor relations, government affairs, and community outreach. This multifaceted approach is necessary because organizations are influenced by a diverse range of stakeholders. By managing these varied relationships strategically, public relations professionals help ensure the organization's long-term sustainability and social legitimacy. It is a comprehensive management function that integrates communication with overall organizational strategy and ethics.

221. (C) It incurs costs for the company without directly generating revenue.
An in-house public relations department is often viewed as a cost center because it does not directly sell products or generate measurable revenue like the sales or manufacturing departments. Instead, it incurs operational costs for salaries, events, and materials. However, this view ignores the vital strategic value that public relations provides by building intangible assets like reputation, trust, and brand equity. While its financial contribution is indirect, effective public relations is essential for long-term organizational survival and for creating the positive environment in which commercial success is possible.

222. (A) I, II and III only
Public relations professionals utilize a variety of specialized tools, including press conferences for broad news dissemination, newsletters for internal employee communication, and websites as controlled media platforms. These tools allow for consistent and managed messaging across different audiences. In contrast, an advertisement is a paid marketing tool rather than earned media. Understanding the correct classification of these resources is essential for developing a balanced and effective communication strategy. Each tool serves a specific role in managing relationships and protecting the overall reputation of an organization.

223. (A) Credibility
Credibility is the most important quality for any crisis spokesperson. For the organization's messages to be believed and accepted by the public and the media, the person delivering them must be perceived as honest, knowledgeable, and reliable. Without credibility, even the most well-crafted messages will fail to de-escalate the situation and may even cause further reputational damage. Building this trust requires a consistent commitment to transparency and factual accuracy throughout the entire crisis management process and in all interactions with the diverse stakeholder groups involved.

224. (B) Conflict of interest
Representing two clients with directly opposing goals, such as a tobacco company and an anti-smoking group, is a clear and severe conflict of interest in public relations. This situation makes it impossible for the practitioner to provide loyal and objective counsel to both parties. It violates the core ethical standards of the profession and undermines the trust essential to the practitioner-client relationship. Ethical codes require professionals to avoid such conflicts and ensure that their primary duty to their clients and the public remains uncompromised by competing interests.

225. (B) Ethnocentric or Global approach
A company that implements a single, standardized communication strategy across all global markets

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codes of conduct and a commitment to moral reasoning. Solving such conflicts is essential for maintaining individual integrity and the overall credibility of the public relations profession in a complex society.

251. (B) Corporate Communication is a broader management function that integrates Public Relations as one of its components.
Corporate communication functions as a broad management system that encompasses and orchestrates various communication disciplines. It integrates specialized functions like public relations, branding, and internal communications under a strategic framework. This holistic approach ensures that all organizational messaging is harmonized and consistent. Public relations is a vital component within this larger structure, rather than an equivalent or separate entity.

252. (A) To build and maintain mutually beneficial relationships between an organization and its publics.
The core objective of public relations involves establishing and sustaining positive connections between an entity and its various stakeholders. This process utilizes strategic communication to foster mutual understanding and benefits. By focusing on relationship building, organizations can effectively manage their image and influence public perception. This foundational purpose remains distinct from purely promotional activities like direct advertising or internal management.

253. (C) It harmonizes and aligns various communication disciplines for consistency.
Describing corporate communication as a strategic umbrella signifies its role in coordinating different communication departments. It ensures that public relations, advertising, and marketing activities work together toward a unified organizational goal. This harmonization is essential for projecting a coherent message to stakeholders. By acting as an overarching framework, it prevents conflicting communications and maintains a consistent corporate image.

254. (D) Developing a comprehensive corporate identity and branding strategy.
While public relations handles specific tasks like media and community relations, corporate communication manages broader strategic elements. Developing a comprehensive corporate identity and branding strategy falls under this holistic management function. These activities involve the entire organization's image and mission alignment. They represent the strategic integration of various disciplines that go beyond the traditional scope of standard public relations operations.

255. (C) ensure communication activities are aligned with the organization's core mission and values.
The metaphor of the corporation's conscience implies that the communication function monitors and guides organizational behavior. It ensures that all internal and external messages reflect the entity's core mission and values. By maintaining this alignment, the function protects the organization's integrity and reputational capital. This role involves overseeing communication activities to ensure they remain ethically and strategically consistent.

256. (B) Information dissemination, policy advocacy, and citizen engagement.
Public relations within the state sector is primarily driven by the need to inform and engage the citizenry rather than achieving commercial success. Its activities focus on disseminating vital information about government services and advocating for public policies. This orientation prioritizes transparency and accountability to the public, ensuring that government initiatives are communicated clearly to foster trust and participation.

257. (D) hierarchical, bureaucratic, and subject to government protocols.
The organizational structure of public sector communication is typically defined by its integration into government ministries. This leads to a hierarchical and bureaucratic arrangement where activities are strictly governed by official protocols and regulations. Such frameworks ensure that communications remain formal and accountable to legislative bodies. This structured environment reflects the formal nature of government operations and public service mandates.

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that are fundamental to ethical public relations practice.

232. (A) Reliance on explicit words versus implicit, shared context.
In international public relations, the terms high-context and low-context describe fundamental differences in how information is communicated across cultures. High-context cultures, like many in Asia, rely heavily on implicit meanings, non-verbal cues, and the established relationship between the parties. In contrast, low-context cultures, such as those in the United States and Northern Europe, prioritize explicit, direct, and literal communication. Recognizing these differences is essential for public relations practitioners to ensure that their messages are appropriately designed and effectively understood by diverse global audiences.

233. (C) Internal communication networks.
A communication audit that examines the downward, upward, and horizontal flow of messages is focused on evaluating internal communication networks. Downward communication involves information from management to staff, upward communication provides a voice for employees to reach leadership, and horizontal communication facilitates collaboration among peers. Analyzing these flows helps identify bottlenecks and gaps in the internal information system. A healthy internal network is essential for maintaining alignment with corporate goals, fostering employee engagement, and ensuring the smooth operation of all organizational functions.

234. (A) Influence attitudes and behaviors.
The ultimate strategic goal of most public relations activity is to influence the attitudes and behaviors of key publics toward an organization. By building trust, providing accurate information, and fostering goodwill, practitioners seek to create a favorable environment in which the organization can achieve its mission. This involves moving beyond simple awareness to creating meaningful shifts in how people think and act. Whether the goal is to encourage investment, attract talent, or gain public support for a policy, effective public relations aims to produce tangible changes in public perception.

235. (D) To ensure confidentiality and have immediate access to counsel.
Large private companies maintain in-house public relations departments primarily to ensure immediate access to strategic counsel and to maintain high levels of confidentiality. Internal staff are always available to manage fast-moving crises and provide a nuanced perspective based on their deep knowledge of the company's internal culture and business goals. Furthermore, sensitive corporate information is more easily protected when handled by a dedicated internal team. This integration ensures that communication strategies are perfectly aligned with the firm's strategic direction and can be implemented with speed and security.

236. (A) Lobbying specifically targets policymakers to influence legislation.
Lobbying is distinguished from other public relations tools by its specific focus on influencing the decisions of government officials and legislators. While media relations targets journalists to reach the general public, lobbying involves direct advocacy with those who create and implement laws and regulations. The goal is to shape public policy in a way that is favorable to an organization or industry. This function requires a specialized understanding of the political process and a commitment to transparent and ethical practices to maintain overall institutional and professional credibility.

237. (C) Dealing with lasting effects, litigation, and reputational damage.
The chronic stage of a crisis, also known as the post-mortem phase, occurs after the immediate acute event has passed. During this stage, the organization must deal with the lingering and long-term consequences, such as ongoing litigation, government investigations, and sustained reputational damage. This phase can last for months or even years. Effective management during this time focuses on recovery, fulfilling promises made during the crisis, and implementing long-term changes to prevent a recurrence. It is a period of sustained effort to rebuild trust and organizational health.

238. (A) I and III only
Ethical public relations practice involves transparency and accuracy in all professional

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activities. Informing a client of a potential conflict of interest is a core ethical requirement, as is citing sources for statistics to ensure credibility and factual reliability. In contrast, guaranteeing a specific positive news story or creating fake online personas are deceptive practices that violate professional standards. Adhering to these ethical principles is essential for maintaining public trust and ensuring that the practitioner's actions contribute positively to the overall reputation of both the client and the profession.

239. (A) Presenting the report and recommendations to management.
The final and critical step of a communication audit is presenting the formal report and its specific recommendations to organizational management. This stage transforms research findings into actionable insights for strategic improvement. The presentation highlights current strengths, identifies key gaps, and provides a clear roadmap for future communication strategies. Without this final step, the data collected during the audit would not lead to tangible organizational change. This process ensures that the leadership has the necessary information to make informed decisions and better align communication efforts with overall mission.

240. (B) A planned, research-based function central to mission.
Defining public relations as a strategic communication process emphasizes that it is a deliberate and research-based function, rather than an accidental or purely reactive activity. It involves long-term planning and is central to achieving an organization's overall mission and business goals. By using research to understand public opinion and evaluate performance, public relations professionals ensure that all communication efforts are purposeful and effective. This strategic approach highlights the importance of aligning communication with management decisions to build and protect the organization's reputation and stakeholder relationships.

241. (B) Managing perception and combating misinformation from opposition.
Non-governmental organizations focused on controversial issues face the significant public relations challenge of managing public perception and actively combating misinformation from opposing groups. These organizations must work hard to build credibility and maintain trust among their supporters and the general public. Communication efforts often focus on factual advocacy and storytelling to highlight the social impact of their mission. This requires a high level of strategic planning and agile communication to respond to attacks and ensure that their message is accurately understood by various stakeholder groups.

242. (A) Is a paid advertisement designed to look like a genuine editorial article.
An advertorial is a specialized communication tool that combines elements of advertising and editorial content. It is a paid placement that is designed to match the style and format of the publication in which it appears, making it look like an independent article. While it allows an organization to provide detailed information in a controlled format, it must be clearly labeled as an advertisement to remain ethical. This tool is often used to provide complex information or tell a brand story that requires more space than a traditional ad.

243. (C) Reminding the public of past good works and reputation.
The bolstering strategy in crisis communication involves an organization reminding its publics of its past positive contributions and overall good reputation. By highlighting historical successes and socially responsible actions, the organization attempts to offset the current negative news and maintain stakeholder support. This approach relies on the idea that a strong, pre-existing reputation can provide a "reputational buffer" during difficult times. Bolstering is often used in combination with other response strategies to reinforce the organization's overall value and commitment to its diverse and relevant stakeholder groups.

244. (A) Both A and R are true and R is the correct explanation of A.
A communication audit provides valuable insights that are essential for strategic organizational planning. By identifying which communication strategies are successful and where gaps exist, the audit allows an organization to make informed, fact-based decisions about its

future outreach. This diagnostic process ensures that all communication resources are directed toward activities that actually support the overall mission and business goals. Understanding the current communication landscape through an audit is a critical first step in developing a more effective and responsive strategic plan for reputation management.

245. (C) Polycentric (local adaptation)
Using a local celebrity who is well-known and respected in a specific foreign market is a prime example of the polycentric approach in international public relations. This strategy focuses on adapting communication tactics to suit the unique cultural context and preferences of the local host country. By choosing a spokesperson with local relevance, the organization can build a more authentic and credible connection with its target audience. This localization is essential for global brands to overcome cultural barriers and achieve success in diverse and complex international markets across various regions.

246. (B) To manage an organization's relationship with all its relevant publics.
The fundamental scope of public relations is to strategically manage the interactions and relationships between an organization and all of its relevant publics. This includes internal groups like employees and management, as well as external stakeholders such as customers, investors, government regulators, the media, and the community. By engaging with these diverse groups, public relations professionals build trust, foster mutual understanding, and protect the overall reputation of the firm. It is a comprehensive management function that ensures the organization remains ethically and effectively connected to the diverse society it serves.

247. (D) Public service mandate.
Public relations departments in state-owned enterprises, or public sector undertakings, must balance their commercial goals with a clear public service mandate. Unlike purely private firms, these organizations are accountable to the government and the citizenry for fulfilling social and developmental obligations. Their communication strategies often focus on demonstrating how their business success contributes to the overall public good. This dual focus on profitability and public service is essential for maintaining institutional legitimacy and building trust with taxpayers, government officials, and the broader society they are mandated to serve.

248. (A) Generating authentic, third-party endorsements and word-of-mouth.
Inviting influential bloggers or social media creators to review a product is a modern public relations technique aimed at generating authentic, third-party endorsements. These influencers often have strong, trust-based relationships with their niche audiences, making their opinions more persuasive than traditional advertising. By encouraging these reviews, organizations can spark positive word-of-mouth and reach target publics through credible, independent voices. This approach focuses on building social proof and leveraging the digital environment to enhance brand visibility and reputation among specific and highly engaged stakeholder groups on various modern platforms.

249. (A) I, II, III, and IV only
A communication audit serves several strategic purposes, including improving communication effectiveness, assessing alignment with business goals, and identifying how key messages are being received. It also establishes a critical benchmark for future measurement of communication performance. While it provides a factual basis for strategic improvement, it cannot guarantee immediate external financial outcomes like a specific increase in stock price. Instead, the audit provides the diagnostic data necessary to develop more effective and responsive strategies that can ultimately lead to long-term organizational success and a stronger, more stable corporate reputation.

250. (A) There is a conflict between two or more ethical principles or values.
An ethical dilemma in public relations occurs when a practitioner must choose between two or more competing ethical values or professional obligations. For example, the duty to remain loyal to a client may conflict with the primary duty to protect the public interest or to remain honest and transparent. Navigating these dilemmas requires a deep understanding of professional

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199. (A) A group that faces a similar problem but does not recognize it yet.
In situational theory, a latent public consists of individuals who are affected by an organization's actions or face a common problem but are not yet aware of it. These groups do not yet recognize the connection between their interests and the organization. Identifying latent publics is a key task for public relations professionals, as it allows them to develop communication strategies that raise awareness and build relationships before issues escalate. Understanding the different levels of public recognition is essential for effective strategic planning.

200. (A) Government service rules and administrative hierarchies.
Public Relations Officers in the government sector operate within a structure defined by formal service rules and administrative hierarchies. Their responsibilities and authority are governed by established government protocols rather than commercial or market pressures. This formal structure ensures that communication efforts are consistent with government policy and legislative requirements. The focus is on public information and accountability to the citizenry. Understanding these institutional rules is essential for effectively managing public relations and information dissemination within any state or government-run organization.

201. (C) A high level of uncertainty and a potential for negative outcomes.
A crisis is fundamentally characterized by a high degree of uncertainty and the potential for significant negative consequences for an organization. Unlike routine problems, a crisis is often unpredictable and requires immediate, high-level management attention to mitigate damage to reputation, operations, or safety. The unpredictable nature of these events creates a need for rapid, transparent, and empathetic communication. Effective crisis management focuses on reducing uncertainty by providing accurate information and demonstrating a clear path toward resolution and future prevention.

202. (A) Both A and R are true and R is the correct explanation of A.
Ethical public relations practice is essential for a functioning democracy because it contributes to informed public decision-making. By providing accurate information and a platform for diverse viewpoints, public relations helps organizations and citizens engage in meaningful discourse based on facts. This transparency allows the public to evaluate different perspectives fairly. Ethical practitioners act as responsible advocates who ensure that the communication process remains honest and open, which is fundamental to maintaining trust and the marketplace of ideas in society.

203. (B) I, II, III, and IV only
Public relations and corporate communication utilize a wide range of specialized tools to achieve strategic goals. This includes press releases for media outreach, annual reports for financial transparency, and social media for direct engagement with various publics. Additionally, a crisis management plan is a critical resource for protecting organizational reputation. Point-of-sale displays are primarily marketing tools rather than core public relations resources. Understanding the correct application of each tool is essential for developing a comprehensive and effective communication strategy for any organization.

204. (B) Extent to which members expect power to be distributed unequally.
In international public relations, power distance is a cultural dimension that describes how society handles inequalities among people. In high power distance cultures, there is a strong expectation of hierarchy and respect for authority figures. In low power distance cultures, equality and participation are more highly valued. Understanding these cultural differences is essential for public relations practitioners when designing internal communication or leadership messaging. Tactics must be adapted to suit local expectations of power and authority to be effective and respectful.

205. (C) Employees and management.
The primary audience for an internal communication audit is the organization's own employees and management team. The goal of such an audit is to evaluate how well information flows within the company and how engaged the staff feels with the organizational mission. By gathering feedback from internal stakeholders,

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258. (A) By metrics like public awareness, citizen satisfaction, and transparency.
Success in public sector communication is evaluated through indicators of social impact and governance quality. Instead of tracking sales or profits, organizations monitor levels of public awareness and citizen satisfaction with government services. High levels of transparency and the effective implementation of welfare campaigns serve as key performance markers. These metrics reflect the sector's commitment to public accountability.

259. (C) Slower and less agile communication responses.
The bureaucratic and hierarchical nature of public sector structures can impede the speed of communication activities. Because messages must often pass through multiple levels of approval and adhere to strict protocols, responses may be delayed. This lack of agility is a common challenge compared to the faster, more flexible communication processes found in the private sector environment.

260. (A) citizens, legislative bodies, and other government agencies.
State sector communication professionals must manage relationships with a specific group of stakeholders defined by the governance context. These key publics include the general citizenry, legislative entities that provide oversight, and other government departments. Interacting with these groups is essential for ensuring policy transparency and public service efficiency. This differs significantly from the consumer-focused publics of private corporations.

261. (D) The need to support business objectives like profitability and market share.
In the private sector, public relations activities are fundamentally motivated by the need to achieve commercial goals. Communication strategies are designed to support the organization's profitability and increase its market share. By aligning with business objectives, the function helps build brand equity and competitive advantage. This commercial driver necessitates a focus on building reputation to attract and retain customers.

262. (B) Often persuasive and promotional to create a competitive advantage.
Communication in a commercial context is frequently designed to be persuasive and promotional. The goal is to differentiate the organization and its products from competitors in a crowded marketplace. This involves using creative techniques to capture public attention and build brand loyalty. Such messages are strategically crafted to influence consumer behavior and support the organization's overarching business strategy.

263. (C) Customers, investors, and employees.
Private sector organizations prioritize stakeholders who have a direct impact on their commercial and financial success. These groups include customers who drive revenue, investors who provide capital, and employees who execute the business strategy. Managing relationships with the media is also essential for maintaining a positive brand image. Each of these stakeholders plays a critical role in the competitive marketplace.

264. (D) commercial orientation and need to respond to market dynamics.
Agility in private sector communication is a direct result of operating within a competitive commercial environment. Organizations must respond rapidly to market shifts and evolving consumer demands to maintain their competitive advantage. This commercial orientation encourages proactive strategies and innovative techniques that allow firms to navigate dynamic landscapes. Unlike bureaucratic systems, private sector structures prioritize speed and flexibility for success.

265. (A) The impact on the bottom line and lead generation.
Measuring the performance of communication efforts in the private sector involves tracking tangible business results. Metrics such as lead generation and the overall impact on the bottom line provide evidence of strategic success. Practitioners also analyze media impressions and sentiment to gauge brand perception. These data points help organizations understand the return on investment for their communication activities.

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(B) IPC Section 124(A)
(C) IPC Section 377
(D) IPC Sections 292-294

24. What is the fundamental principle behind the Right to Information Act, 2005?
(A) To promote transparency and accountability in the working of every public authority.
(B) To protect government secrets from being leaked or disclosed to the general public.
(C) To provide a framework for intellectual property protection regarding government documents.
(D) To regulate the flow of information on the internet and various social media platforms.

25. Match the items in List I with those in List II.
List I: (Test/Doctrine)
P. Miller Test
Q. Fair Dealing
R. Reasonable Restrictions
S. Breach of Privilege
List II: (Area of Law)
1. Freedom of Speech (Article 19)
2. Parliamentary Reporting
3. Law of Obscenity
4. Copyright Law
Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-1, S-2
(C) P-2, Q-3, R-4, S-1
(D) P-3, Q-1, R-2, S-4

26. Which of the following is NOT one of the specified grounds for restricting freedom of speech under Article 19(2) of the Indian Constitution?
(A) Criticism of government policy
(B) Security of the State
(C) Public order, decency or morality
(D) Contempt of court

27. The Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, is relevant to media professionals because:
(A) It mandates a specific percentage of reservation for SC/ST members within private media organizations.
(B) It requires all news regarding SC/ST communities to be approved by a state committee before broadcast.
(C) It provides special government funding for media outlets owned or run by members of SC/ST communities.
(D) It criminalizes the publication or dissemination of any material that promotes enmity or hatred against SC/ST members.

28. A television channel repeatedly airs an advertisement that makes unsubstantiated claims about a product's ability to cure a serious illness. This could be a violation of which Act?
(A) The Copyright Act, 1957, regarding the protection of original literary and artistic works.
(B) The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
(C) The Official Secrets Act, 1923, regarding the protection of sensitive state information.
(D) The Working Journalists Act, 1955, regarding the service conditions of media employees.

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29. Which of the following correctly identifies an "Intellectual Property Right" (IPR)?
(A) The right to own a physical printing press.
(B) The right to access government information.
(C) The exclusive right granted to the creator of a literary work.
(D) The right to free speech in a public place.

30. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Press Council of India (PCI) is a statutory body with the power to imprison journalists for unethical conduct.
Reason (R): The PCI's primary role is to act as a watchdog for media ethics and can censure or warn newspapers and journalists.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

31. The Cable Television Network (Regulation) Act, 1995, makes it mandatory for all cable operators to:
(A) Transmit only specific television channels that have been approved by the local

Traditional communication tools like press releases, conferences, and media kits share the common goal of facilitating media relations. They provide journalists with the necessary information to report on an organization accurately and timely. By managing these interactions, entities can influence the public narrative and ensure their perspective is heard. These tools are fundamental for building credibility within the media landscape.

275. (C) providing journalists with timely and accurate information in a preferred format.
Organizations can maintain better control over their messaging by providing information in standardized, professional formats that journalists prefer. Delivering timely and accurate content reduces the likelihood of errors and ensures the core message remains intact. This approach helps shape how a story is reported without bypassing the media. It creates a reliable partnership that benefits both the organization and reporters.

276. (A) Content Marketing
Content marketing is a strategic technique that focuses on providing value to a target audience through relevant and consistent material. Unlike traditional advertising, it avoids an explicit sales pitch, aiming instead to attract and retain interest by being helpful or informative. This approach builds trust and brand authority over time. It relies on high-quality content to engage stakeholders in a meaningful way.

277. (D) To monitor the digital footprint and address negative content.
Online reputation management involves the active monitoring of an organization's digital presence across various platforms. The primary objective is to address negative content and promote positive information to protect the brand's image. This technique is essential in a digital environment where information spreads rapidly. By managing their digital footprint, organizations can mitigate reputational risks and maintain stakeholder trust in online spaces.

278. (B) enable direct stakeholder dialogue and two-way conversations.
Modern digital techniques differ from traditional tools by facilitating direct, two-way communication between organizations and their stakeholders. Platforms like social media allow for real-time interaction and feedback, bypassing traditional media gatekeepers. This dialogue fosters a sense of community and allows for more personalized engagement. It shifts the communication dynamic from a one-way broadcast to an ongoing, interactive conversation with the audience.

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279. (C) To lend credibility and extend a brand's message to a targeted, dedicated following.
Influencers are individuals who possess a dedicated following and are viewed as niche experts, making them valuable partners for organizations. By collaborating with these individuals, brands can extend their reach and gain credibility among specific audiences. Influencers act as trusted voices that can amplify a message more effectively than traditional advertising. Their engagement helps organizations connect with stakeholders through authentic, third-party endorsement.

280. (D) creating engaging content and managing real-time interactions.
The shift toward digital communication requires practitioners to master new skills suited for an interactive media landscape. They must be adept at creating engaging content that captures attention in a fragmented environment. Additionally, managing real-time interactions on social media platforms is essential for maintaining brand personality and responding to stakeholders. These skills are necessary for effectively navigating modern, direct-to-consumer communication channels.

281. (A) To protect and defend an organization's reputation during a public challenge.
Crisis communication management is a specialized function aimed at protecting an organization's reputation during significant threats. It involves strategic planning to defend the entity against public challenges that could harm its stability or operations. By managing the flow of information, practitioners work to mitigate negative consequences and maintain stakeholder confidence. This goal is critical for ensuring the long-term survival of the organization.

282. (B) Developing a crisis plan, training a team, and pre-drafted messages.
The pre-crisis phase focuses on proactive preparation and prevention strategies to ensure readiness before a threat occurs. Key activities include developing a comprehensive crisis management plan and training a dedicated response team. Practitioners also create pre-drafted messages that can be quickly adapted when a crisis hits. This preparation allows for a more controlled and effective response during the actual event.

283. (B) The crisis response phase
During the period when a crisis is active, the focus shifts to immediate and transparent communication with all affected stakeholders. The primary goal is to ensure public safety while providing consistent updates that help control the organizational narrative. Executing a prepared response plan during this stage is essential for mitigating further harm and maintaining some level of stakeholder confidence. This phase demands accuracy and speed.

284. (A) a serious event that can harm an organization's reputation and stability.
A crisis is defined as a significant event that poses a serious threat to an organization's operations and reputation. If not handled properly, such events can lead to long-term negative consequences, including loss of trust or financial instability. This definition highlights that a crisis is more than a routine problem; it is a critical challenge requiring a strategic and coordinated response.

285. (C) To deliver on promises made and analyze the crisis to prevent recurrence.
In the aftermath of a crisis, organizations must focus on resolution and long-term recovery. This includes delivering on any promises made during the response phase and analyzing the root causes of the incident. By identifying what went wrong, the organization can implement changes to prevent a recurrence. This phase is also essential for repairing reputational damage through consistent follow-up and evaluation.

286. (D) Honesty, accuracy, fairness, and responsibility to the public.
Ethical practice in public relations is grounded in foundational principles that ensure professional integrity. These principles include maintaining honesty and accuracy in all communications, as well as being fair and responsible to the public. By adhering to these standards, practitioners build long-term credibility and trust with their audiences. Such ethics are essential for distinguishing professional communication from misinformation or deceptive practices.

287. (C) loyalty to the client with the duty to the public interest.
A frequent ethical challenge in communication involves navigating the tension between serving a client's interests and fulfilling a duty to the public. Practitioners must balance their professional loyalty to their employer with the obligation to provide truthful and transparent information. This dilemma requires careful judgment to ensure that advocacy for a client does not compromise the broader public interest or institutional integrity.

288. (B) They offer guidance on navigating ethical complexities like conflicts of interest.
Professional ethical codes serve as essential frameworks that provide guidance for practitioners facing complex moral situations. They offer standards for addressing issues such as conflicts of interest, client confidentiality, and the disclosure of sponsors. While these codes may not always be legally binding, they establish the norms for professional conduct. They help maintain the industry's reputation by promoting transparency and accountability.

289. (D) Because it fosters trust, which is the foundation of the relationships PR seeks to build.
Ethical conduct is considered a strategic imperative because it is the primary driver of organizational trust. Since public relations is based on building mutually beneficial relationships, maintaining credibility is essential for long-term success. Trust acts as the foundation for all stakeholder interactions, making ethical behavior a practical necessity rather than just a moral choice. Consistent integrity protects the organization's most valuable intangible asset.

290. (A) Reputation is fragile and depends heavily on consistent ethical conduct.
The fragility of an organization's reputation means that years of positive image-building

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can be undone by a single ethical failure. This reality emphasizes the need for consistent ethical behavior in every communication and action. Because trust is difficult to gain but easy to lose, practitioners must prioritize integrity at all times. This statement highlights the high stakes involved in managing organizational reputation.

291. (C) Avoiding an ethnocentric viewpoint and adapting strategies to local contexts.
Managing communication across national boundaries requires overcoming the challenge of ethnocentrism, where one's own culture is seen as superior. International practitioners must instead adopt a geocentric approach that recognizes and respects local differences. This involves adapting strategies to fit the specific cultural, political, and legal environments of each country. Failing to adapt can lead to misunderstandings and damage the organization's global reputation.

292. (A) maintaining a consistent global strategy while tailoring tactics to local cultures.
The concept of thinking globally while acting locally involves maintaining a core brand identity while adapting specific tactics to fit regional cultures. This strategy ensures that international organizations remain consistent in their values but resonant in their execution. By tailoring messages to local linguistic and social norms, practitioners can avoid being seen as outsiders while still supporting overall organizational goals.

293. (D) Linguistic nuances, religious values, and social etiquette.
Success in international communication requires a deep sensitivity to the cultural characteristics of each market. Practitioners must understand linguistic nuances, religious values, and local social etiquette to ensure their messages are appropriate and effective. Ignoring these factors can lead to cultural blunders that alienate the local public. Respecting cultural diversity is essential for building trust and achieving a social license to operate.

294. (B) be perceived as a responsible corporate citizen in each country of operation.
For multinational corporations, a primary objective is to be seen as an engaged and responsible member of the local community. International public relations works to ensure that the organization is perceived as a contributor to the host country rather than a foreign intruder. This involves balancing global brand consistency with local flexibility. Such a perception is critical for building long-term relationships and operational stability.

295. (C) Because it involves understanding diverse cultures, laws, and political systems.
International communication is significantly more complex than domestic practice because of the wide variety of environments involved. Practitioners must navigate different legal frameworks, political systems, and media landscapes across multiple countries. Additionally, diverse cultural norms and levels of press freedom require constant adaptation of strategies. This complexity demands a high degree of cultural intelligence and strategic flexibility from communication professionals.

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296. (D) To systematically evaluate the effectiveness of an organization's communication.
A communication audit is a diagnostic tool designed to provide a systematic evaluation of an organization's communication strategies. Its primary purpose is to assess how effectively the entity is reaching its key publics and achieving its goals. By conducting a thorough review, organizations can gain a clear understanding of their current communication performance. This evaluation is essential for improving overall strategic effectiveness.

297. (A) Analyzing communication materials and surveying stakeholders.
The audit process involves using various research methods to gather data on communication performance. This typically includes analyzing existing communication materials, surveying different stakeholder groups, and interviewing key personnel. By using these diverse methods, the audit provides a comprehensive view of how messages are being sent and received. These data-driven techniques ensure that the evaluation is objective and grounded in reality.

298. (B) inconsistencies in messaging and gaps in the communication program.
One of the key benefits of a communication audit is its ability to reveal weaknesses such as

266. (B) Advancing a social cause or addressing a community need.
Non-government organizations are primarily motivated by a mission-driven focus rather than profit or governance mandates. Their communication efforts center on advancing specific social causes or addressing urgent community needs. This core objective shapes every aspect of their public relations strategy, from messaging to stakeholder engagement. By championing a cause, these entities mobilize support and advocate for meaningful change.

267. (B) a lean team, reliance on volunteers, and resource constraints.
Resource constraints often define the organizational structure of non-government entities, leading to lean communication teams. These organizations rely heavily on the contributions of volunteers to amplify their reach and execute campaigns. This structure is designed to maximize efficiency while operating with limited financial budgets. Consequently, communication efforts are highly focused on mission-driven activities that leverage community support rather than spending.

268. (A) In terms of social impact, funds raised, and public engagement.
Evaluation of success in the non-profit sector focuses on the achievement of social goals and financial sustainability for the cause. Key metrics include the amount of funds raised through donor relations and the breadth of public engagement achieved. High levels of social impact and policy influence also indicate successful communication. These outcomes demonstrate the organization's effectiveness in fulfilling its mission.

269. (C) Fundraising, donor relations, and volunteer recruitment.
Specialized functions such as fundraising and donor relations are critical for the survival of non-government organizations. These activities ensure a steady flow of resources to support social initiatives. Similarly, recruiting and managing a volunteer workforce is essential for executing grassroots campaigns. These functions are prioritized because they directly enable the organization to reach its goals within its resource constraints.

270. (D) To build a strong community of supporters and maintain public trust.
Maintaining public trust is the most vital asset for mission-driven organizations, requiring communication that is both authentic and transparent. Emotionally resonant messaging helps build a dedicated community of supporters who are committed to the cause. Because these entities rely on voluntary support and donations, they must demonstrate high integrity. Such communication fosters the long-term credibility necessary for social advocacy.

271. (C) To announce something newsworthy to the media to secure coverage.
A press release serves as a formal written announcement designed to provide journalists with newsworthy information. Its primary function is to secure media coverage by highlighting events or developments of public interest. By using a standardized format, it helps reporters quickly understand the core facts of a story. This tool is essential for managing the flow of information to the media.

272. (B) Major announcements or crisis response requiring direct media interaction.
Press conferences are interactive events reserved for situations where direct engagement with journalists is necessary. They are most appropriate for making major announcements, responding to crises, or addressing issues of high public significance. This format allows organizational spokespersons to provide detailed statements and answer questions in real-time. It is a strategic tool for managing complex or urgent news cycles.

273. (D) A pre-packaged set of promotional and informational materials for the media.
A media kit consists of a pre-packaged collection of background materials and promotional resources for journalists. It typically includes fact sheets, biographies, and high-resolution images that provide a comprehensive overview of a subject. By offering these resources in one place, organizations make it easier for the media to produce accurate stories. This tool supports professional media relations and consistent storytelling.

274. (A) To facilitate media relations and help shape the public narrative.

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CHAPTER 06

Media Laws and Ethics

1. In the context of media governance, what is the primary distinction between 'law' and 'ethics'?
(A) Laws are universally applicable rules, whereas ethics represent culturally specific moral frameworks.
(B) Laws are state-enforced binding rules, while ethics are moral principles guiding professional conduct.
(C) Ethics are formulated by state legislatures, while laws are developed by professional organizations.
(D) Violating laws leads to professional censure, while ethics violations result in legal imprisonment.

2. Which statement best describes the 'adversarial role' of the media?
(A) The media's function as a watchdog, holding those in power, especially the government, accountable.
(B) The media's role in creating conflict between different social groups to increase viewership.
(C) The media's constitutional obligation to provide constant opposition to every government policy.
(D) The inherent commercial competition for profit between diverse private and public media houses.

3. Which of the following is NOT a regulatory body for a specific media sector in India?
(A) Press Council of India (PCI)
(B) Advertising Standards Council of India (ASCI)
(C) Indian Council of Social Science Research (ICSSR)
(D) Central Board of Film Certification (CBFC)

4. Given below are two statements regarding media ethics.
Statement I: Media ethics are codified into legally enforceable statutes by the Parliament of India.
Statement II: Professional organizations like the Press Council of India can recommend guidelines for the media.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

5. Match the items in List I with those in List II.
List I: (Legal Act)
P. Cinematograph Act, 1952
Q. Press and Registration of Books Act, 1867
R. Right to Information Act, 2005
S. Copyright Act, 1957
List II: (Primary Focus)
1. Protection of original literary and artistic works
2. Access to information from public authorities
3. Regulation of film exhibition and censorship
4. Declaration by printers and publishers of newspapers
Codes:
(A) P-3, Q-4, R-2, S-1
(B) P-1, Q-2, R-3, S-4
(C) P-3, Q-1, R-4, S-2
(D) P-4, Q-3, R-1, S-2

6. Which Article of the Indian Constitution serves as the foundation for the freedom of the press in India?
(A) Article 14
(B) Article 19(1)(a)
(C) Article 21
(D) Article 32

7. A journalist writes an article suggesting that a new government policy is poorly planned and will likely fail. The government claims this undermines its authority. Which concept best defends the journalist's right to publish the article?

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(A) Parliamentary Privilege
(B) Official Secrets Act
(C) Law of Obscenity
(D) Freedom of Speech and Expression

8. Identify the incorrect statement regarding defamation under Indian law.
(A) Truth is not considered a valid defense in any defamation case.
(B) It is defined in Section 499 of the Indian Penal Code (IPC).
(C) It can be both a civil wrong and a criminal offense.
(D) Spoken defamation is known as slander, and written defamation is known as libel.

9. The historical evolution of the Indian Constitution drew inspiration from various sources. Which country's constitutional framework had a significant influence on the concept of 'parliamentary privileges' in India?
(A) United States of America
(B) France
(C) United Kingdom
(D) Soviet Union

10. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Constitution of India guarantees an absolute and unrestricted right to freedom of speech and expression.
Reason (R): Article 19(2) of the Constitution lays down grounds for imposing reasonable restrictions on this freedom.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

11. What is the primary purpose of the Press and Registration of Books Act, 1867?
(A) To empower the state to censor the specific content of local newspapers before their publication.
(B) To establish and regulate the daily working conditions and salary structures of all journalists.
(C) To provide the government with the authority to set the fixed market price of newspapers and books.
(D) To maintain a register of all printing presses and publications while regulating their daily operation.

12. A documentary filmmaker wants to use a 20-second clip from a popular movie for a critical review. This usage could potentially be permissible under which doctrine of the Copyright Act, 1957?
(A) Doctrine of First Sale
(B) Doctrine of Fair Dealing
(C) Doctrine of Laches
(D) Doctrine of Public Trust

13. The Indecent Representation of Women (Prohibition) Act, 1986, was enacted to prohibit which of the following?
(A) The strictly regulated employment of women in technical roles within the modern media industry.
(B) The portrayal of women in social roles that are not considered traditional or conservative.
(C) The indecent representation of women through advertisements, publications, writings, or paintings.
(D) The prohibited artistic depiction of the female form in any painting, sculpture, or creative work.

14. The term 'Sedition' as defined under Section 124(A) of the IPC deals with acts that:
(A) Publicly criticize the government's economic policies or specific financial decisions of the state.
(B) Intentionally violate the secrecy of official government documents as defined in national acts.
(C) Defame a public servant during the course of their official duty through spoken or written words.
(D) Bring or attempt to bring into hatred or contempt, or excite disaffection towards the Government.

15. Arrange the following Acts in the chronological order of their enactment, from the earliest to the latest.
I. Right to Information Act

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II. Press and Registration of Books Act
III. Information Technology Act
IV. Cinematograph Act
(A) II, IV, III, I
(B) I, II, III, IV
(C) IV, II, I, III
(D) II, I, IV, III

16. What is the key difference between Libel and Slander?
(A) Libel is criminal, while Slander is civil.
(B) Libel is in a permanent form (e.g., written), while Slander is in a transient form (e.g., spoken).
(C) Libel applies to individuals, while Slander applies to corporations.
(D) Libel requires proof of malicious intent, while Slander does not.

17. If a newspaper publishes a report that is found to scandalize the court or prejudice a fair trial, under which Act can it be prosecuted?
(A) Official Secrets Act, 1923
(B) Contempt of Courts Act, 1971
(C) Press Council Act
(D) Working Journalists Act, 1955

18. Given below are two statements regarding the Official Secrets Act.
Statement I: The Official Secrets Act, 1923, is primarily aimed at maintaining the confidentiality of government information.
Statement II: The Act has been criticized for potentially conflicting with the media's role in ensuring government transparency.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

19. The 'Hicklin Test' for determining obscenity, historically used in India, primarily focuses on:
(A) Whether the artistic merit of the work as a whole justifies the inclusion of sensitive material.
(B) Whether the work has a significant impact on the sensibilities of a reasonable and average person.
(C) Whether it has the tendency to deprave and corrupt those whose minds are open to immoral influences.
(D) Whether the specific intent of the author or creator of the work was to educate or inform the public.

20. Consider the following statements about the Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955.
a. It defines who qualifies as a 'working journalist'.
b. It provides for the setting up of Wage Boards to determine salaries.
c. It applies only to journalists working in electronic media.
d. It is primarily concerned with censorship of news content.
Which of the above statement(s) is/are correct?
(A) a and b only
(B) c and d only
(C) a, b, and c
(D) b, c, and d

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21. Which body is responsible for certifying films for public exhibition in India under the Cinematograph Act, 1952?
(A) Press Council of India (PCI)
(B) Ministry of Information and Broadcasting
(C) Central Board of Film Certification (CBFC)
(D) National School of Drama (NSD)

22. The term 'Parliamentary Privileges' gives members of Parliament certain rights and immunities. How does this affect media reporting?
(A) It grants media houses complete freedom to report on parliamentary proceedings without any restrictions.
(B) It allows Parliament to punish journalists for breach of privilege, such as misrepresenting proceedings.
(C) It requires all daily parliamentary reports to be pre-approved by the Speaker prior to publication.
(D) It makes all internal parliamentary proceedings confidential and entirely illegal for the press to report.

23. The law related to obscenity in India is primarily contained in which sections of the Indian Penal Code?
(A) IPC Sections 499-502

inconsistent messaging across platforms. It also identifies gaps in the communication program where certain stakeholder needs are not being met. These insights allow the organization to see where their current efforts are falling short. Recognizing these issues is the first step toward creating more effective strategies.

299. (B) By providing data-driven insights for making informed decisions and adjustments.
Communication audits contribute to strategic planning by providing the objective data needed for informed decision-making. These insights allow organizations to adjust their tactics and allocate resources more effectively. By identifying what is working and what is not, the audit helps shape the future direction of the communication program. This process ensures that strategic plans are based on evidence rather than assumptions.

300. (A) demonstrate the value of the communication function and its contribution to goals.
A communication audit acts as a tool for accountability by providing evidence of how communication efforts support organizational objectives. It allows practitioners to demonstrate the tangible value and impact of their work to leadership. By identifying how well activities align with the mission, the audit justifies the allocation of resources and highlights the vital contribution of the communication function to the entity.

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municipal authority.
(B) Provide their cable services for free to all low-income households within their area of operation.
(C) Register their network with the prescribed authority and adhere to the programme and advertisement codes.
(D) Transmit or re-transmit all television programmes in a strictly encrypted form to ensure security.

32. The Information Technology Act, 2000, provides a legal framework for which of the following?
(A) The functioning of newspaper printing presses.
(B) Electronic governance, e-commerce, and cybercrimes.
(C) The conduct of parliamentary proceedings.
(D) The certification of feature films for public viewing.

33. Given below are two statements regarding contempt of court.
Statement I: Contempt of court is classified into civil contempt and criminal contempt.
Statement II: Publishing an article that prejudices a fair trial is an example of civil contempt.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

34. A journalist is denied access to a file on government expenditure by a Public Information Officer (PIO) under the RTI Act, 2005. What is the journalist's immediate next step for appeal?
(A) File a writ petition directly in the Supreme Court.
(B) Appeal to the first appellate authority within the same public authority.
(C) File a complaint with the Press Council of India.
(D) Lodge an FIR at the nearest police station.

35. Consider the following components regarding rights and laws.
a. Copyright
b. Patent
c. Trademark
d. The right to public assembly
e. The right to information
Which of the above are considered forms of Intellectual Property Rights (IPR)?
(A) a, b, and c only
(B) a, d, and e only
(C) c, d, and e only
(D) a, b, c, d, and e

36. The 'Miller Test', which evolved in the US, proposed a three-pronged standard for determining obscenity. Which of the following is a key component of this test?
(A) The work must be found to be offensive to a child of tender years or a vulnerable individual.
(B) The work must have been created with the express intention to corrupt or deprave public morals.
(C) The work must be sold at an excessively low price to be accessible to every member of the public.
(D) The work, taken as a whole, must lack serious literary, artistic, political, or scientific value.

37. The Advertising Standards Council of India (ASCI) is a:
(A) Statutory body established by an Act of Parliament.
(B) Government agency under the Ministry of Information and Broadcasting.
(C) Self-regulatory voluntary organization of the advertising industry.
(D) Judicial body with powers to imprison advertisers.

38. The "imprint line" in a newspaper, which is mandatory under the Press and Registration of Books Act, 1867, must contain:
(A) The fixed price and the circulation figures of the newspaper.
(B) The names and contact details of all contributing journalists.
(C) The name of the printer, publisher, and place of publication.
(D) The registration number and the date of the previous issue.

39. The concept of 'Wage Boards' under the Working Journalists Act, 1955, was established for what purpose?

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(D) Hate speech is not restricted in any way.

107. Which of the following correctly identifies the body responsible for enforcing rules for TV advertising?
(A) The Cable Television Network (Regulation) Act, 1995, empowers authorized officers to take action.
(B) The Press Council of India has the sole authority over all advertising on television networks.
(C) The CBFC reviews and approves all television advertisements before they are allowed to be aired.
(D) There are no specific laws or rules governing the content of advertising on television in India.

108. The term 'defamation' under Sections 499-502 of the IPC applies to imputations made against:
(A) Only living persons.
(B) Only public officials.
(C) A person, a company or association, or a collection of persons.
(D) Only Indian citizens.

109. Given below are two statements regarding the nature of the Indian Constitution.
Statement I: The Indian Constitution is described as 'quasi-federal' in nature.
Statement II: It combines features of both a federal system (division of powers) and a unitary system (strong central government).
(A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
(B) Both Statement I and Statement II are true, but Statement II is not the correct explanation of Statement I.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

110. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Indecent Representation of Women (Prohibition) Act, 1986, bans all forms of art depicting the female body.
Reason (R): The Act prohibits only the 'indecent' representation of women, which is likely to deprave, corrupt, or injure public morality.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

111. The historical evolution of the Constitution of India was significantly shaped by which Act passed by the British Parliament?
(A) The Regulating Act of 1773
(B) The Indian Councils Act of 1909
(C) The Rowlatt Act of 1919
(D) The Government of India Act of 1935

112. A news portal publishes a scandalous story about a film star based entirely on an anonymous email, without any verification. This action primarily violates which journalistic ethic?
(A) Patriotism
(B) Accuracy and Fact-Checking
(C) Respect for Privacy
(D) Financial Propriety

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113. Under the Cinematograph Act, 1952, who had the final appellate power against the decisions of the Film Certification Appellate Tribunal (FCAT), prior to its abolition?
(A) The Supreme Court
(B) The President of India
(C) The Ministry of Information & Broadcasting
(D) The High Court

114. The concept of "freedom of speech and expression" under the Indian Constitution is essential for the media because it enables:
(A) The publication of sensational news or scandalous reports to boost the commercial sales of the paper.
(B) The media to operate without any ethical considerations or professional codes of conduct in place.
(C) The government to control the specific narrative and the information presented by the press to the public.
(D) The dissemination of information and ideas, which is crucial for a functioning democracy.

115. Consider the following members in the composition of the Press Council of India.

47. The constitutional validity of 'freedom of the press' is derived from:
(A) It being explicitly mentioned in Article 19(1)(a).
(B) Judicial interpretation that it is an implicit part of 'freedom of speech and expression'.
(C) The Press and Registration of Books Act, 1867.
(D) A specific amendment made to the Constitution in 1978.

48. A television network wants to air a programme that might be considered controversial. Which regulatory code, under the Cable Television Network (Regulation) Act, 1995, must they adhere to?
(A) The Programme and Advertising Codes
(B) The Model Code of Conduct for Elections
(C) The Building and Safety Code
(D) The Information Technology Intermediary Guidelines

49. What is the fundamental ethical principle that obligates a journalist to report news accurately and without personal bias?
(A) Objectivity
(B) Patriotism
(C) Sensationalism
(D) Advocacy

50. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Copyright Act, 1957, grants the author of a work exclusive rights for an unlimited period.
Reason (R): Copyright protection is granted for a limited term, after which the work enters the public domain.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

51. What is the role of the Ministry of Information and Broadcasting in India with respect to media regulation?
(A) It acts as the primary government censor for all newspaper content published within the country.
(B) It directly controls the day-to-day operations and programming of all private television channels.
(C) It is solely responsible for appointing and training journalists in all private and public media houses.
(D) It formulates policies and administers rules and regulations for broadcasting, films, and the press.

52. The Indecent Representation of Women (Prohibition) Act, 1986, applies to:
(A) Only advertisements published in newspapers.
(B) Only content available on the internet.
(C) Advertisements, publications, writings, paintings, figures or any other manner of representation.
(D) Only films and television shows.

53. If a journalist publishes a true and fair report of the proceedings of a State Legislature, what defence can they claim against a defamation suit?
(A) The defence of absolute privilege.
(B) The defence of qualified privilege.
(C) The defence of fair comment.
(D) The defence of consent.

54. The concept of 'human rights and media' implies that the media has a responsibility to:
(A) Only report on human rights violations that occur in other countries.
(B) Avoid reporting on human rights issues as they are sensitive.
(C) Act as a platform for raising awareness and exposing violations of human rights.
(D) Follow government directives on which human rights stories to cover.

55. Arrange the following legal tests or principles in the chronological order of their origin or prominence in legal history.
I. The Miller Test
II. The Hicklin Test
III. Doctrine of Fair Dealing
IV. Right to Information as a fundamental right
(A) II, III, I, IV
(B) I, II, III, IV
(C) III, II, IV, I

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(D) II, I, IV, III

56. Which of the following statements about the Press Council of India (PCI) is incorrect?
(A) It is a statutory, quasi-judicial body.
(B) It is headed by a retired Supreme Court judge.
(C) Its decisions are legally binding and can result in imprisonment.
(D) It can warn, admonish or censure a newspaper or journalist for professional misconduct.

57. A blogger is arrested for posting content that is deemed grossly offensive and causes annoyance. Which Act would most likely contain the provisions under which such an arrest is made?
(A) Cinematograph Act, 1952
(B) Press and Registration of Books Act, 1867
(C) Official Secrets Act, 1923
(D) Information Technology Act, 2000

58. The 'S' certificate (S for specialist viewing) awarded by the CBFC is for films that are:
(A) Suitable for universal exhibition for all age groups, including young children.
(B) Restricted to members of a particular profession, such as doctors or scientists.
(C) Suitable for exhibition only in specialized adult film theatres or private clubs.
(D) Restricted to short documentary films or educational content for school students.

59. The historical evolution of the Indian Constitution was a process that culminated in its adoption by the Constituent Assembly on:
(A) August 15, 1947
(B) January 26, 1950
(C) November 26, 1949
(D) August 29, 1947

60. Consider the following grounds for restrictions on speech.
a. Sovereignty and integrity of India
b. Friendly relations with foreign States
c. Incitement to an offence
d. Unpopular political opinion
Which of the above are grounds for 'reasonable restrictions' under Article 19(2)?
(A) a and b only
(B) c and d only
(C) a, b, and c only
(D) a, b, c, and d

61. What does 'obscenity' under Indian law primarily relate to?
(A) Anything that is critical of religious figures.
(B) Material that is lascivious or appeals to the prurient interest.
(C) Content that expresses strong political dissent.
(D) A factual report of a violent crime.

62. The term 'cyber laws' in the Indian context primarily refers to the provisions within the:
(A) Indian Penal Code, 1860
(B) Information Technology Act, 2000
(C) Cable Television Network (Regulation) Act, 1995
(D) Indian Evidence Act, 1872

63. An advertisement for a skin cream claims that it can change a person's skin colour in seven days, a claim that is not scientifically substantiated. Which self-regulatory body's code is likely being violated?
(A) Press Council of India (PCI)
(B) Central Board of Film Certification (CBFC)
(C) Advertising Standards Council of India (ASCI)
(D) Bar Council of India (BCI)

64. Given below are two statements regarding media roles.
Statement I: The Constitution of India grants the media the 'adversarial role' through a specific article.
Statement II: The 'adversarial role' is a functional concept derived from the media's duty as a watchdog in a democracy, supported by the freedom of expression.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

65. Match the items in List I with those in List II.
List I: (Regulatory Body)
P. Central Board of Film Certification (CBFC)
Q. Press Council of India (PCI)
R. Advertising Standards Council of India (ASCI)

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S. Broadcasting Content Complaints Council (BCCC)

List II: (Media Sector)

1. Print Media
2. Non-news Television Content
3. Films
4. Advertising

Codes:

(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-1, R-4, S-2
(C) P-2, Q-4, R-1, S-3
(D) P-3, Q-4, R-2, S-1

66. A public authority refuses to provide information under the RTI Act, claiming it is a 'third party's' personal information. The PIO can still disclose it if:

(A) The applicant agrees to pay a significantly higher processing fee for the file.
(B) The public interest in disclosure outweighs the harm to the third party.
(C) The applicant is a registered journalist representing a major national media house.
(D) The information being requested is more than one hundred years old by the date.

67. The main purpose of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 is to:

(A) Ensure that all drug advertisements are designed to be colourful and attractive for the general public.
(B) Set the maximum market price for all advertised medicines and pharmaceutical products across the country.
(C) Provide a legal framework for the advertising of homeopathic and alternative remedies only to the public.
(D) Control the advertising of certain drugs and to prohibit advertisements for remedies alleged to possess magic qualities.

68. The relevance of the Constitution of India to the media is that it:

(A) Guarantees the fundamental right to freedom of speech, which is the bedrock of press freedom.
(B) Prescribes the exact format for news presentation.
(C) Owns and operates all major media outlets in the country.
(D) Requires all journalists to pass a constitutional law exam.

69. In India, the concept of law being a set of rules created and enforced by a social or governmental institution to regulate behavior is derived from which legal tradition?

(A) Chinese legal tradition
(B) Islamic legal tradition
(C) Anglo-Saxon common law tradition
(D) Indigenous tribal law tradition

70. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): Publishing a fair and accurate report of a court's proceedings is considered Contempt of Court.

Reason (R): The Contempt of Courts Act, 1971, explicitly protects fair and accurate reporting of judicial proceedings as an exception.

(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

71. A journalist who is not a full-time employee but contributes articles to a newspaper on a regular basis for payment may be covered under the definition of 'working journalist' based on the nature of their work. Which Act would be relevant here?

(A) The Trade Unions Act, 1926
(B) The Working Journalists Act, 1955
(C) The Factories Act, 1948
(D) The Companies Act, 2013

72. If a court proceeding is held 'in camera', what does it imply for media reporting?

(A) The proceedings are not open to the public or the media.
(B) The media is given special cameras to record the proceedings.
(C) The media can only report the final judgment, not the proceedings.
(D) The media must pay a fee to report on the proceedings.

73. 'Intellectual Property' can be best described as:

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(A) To set ethical standards for news reporting.
(B) To adjudicate on disputes between journalists and management regarding news content.
(C) To fix and revise the rates of wages for newspaper employees.
(D) To issue licenses for starting a new newspaper.

40. Consider the following statements regarding the Cinematograph Act, 1952.
a. It established the Central Board of Film Certification (CBFC).
b. It provides for four categories of film certification: U, U/A, A, and S.
c. It empowers the CBFC to make changes or deletions to a film.
d. It makes pre-censorship of films mandatory for public exhibition.
Which of the above statements are correct?
(A) Statements a and b only
(B) Statements c and d only
(C) Statements a, b, c, and d
(D) Statements a, c, and d only

41. In the context of media law, what is meant by 'defamation'?
(A) A fair and accurate report of judicial proceedings.
(B) Any statement that brings harm to the reputation of a person.
(C) A critical review of a movie or a book.
(D) A statement made in the Parliament during a debate.

42. How does the Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, impact media content?
(A) It holds media accountable for publishing content that may promote feelings of enmity or ill-will against members of SC/STs.
(B) It encourages the use of specific caste names in all reporting to ensure the highest level of accuracy.
(C) It prohibits any form of reporting on social issues related to caste or community identities in India.
(D) It provides a government-approved list of terms to be used when referring to specific SC/ST individuals.

43. Which of the following is an example of 'criminal contempt' of court?
(A) Disobeying a court order to pay a fine.
(B) Failing to appear in court as a witness when summoned.
(C) An accurate and fair reporting of a court proceeding.
(D) Publishing an article that scandalizes the authority of the court.

44. Given below are two statements regarding the Official Secrets Act.
Statement I: The Official Secrets Act, 1923, was enacted during the British colonial era.
Statement II: The primary objective of the Act is to ensure transparency in government functioning.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

45. Match the items in List I with those in List II.
List I: (IPC Section)
P. Section 124(A)
Q. Section 499
R. Section 500
S. Section 292
List II: (Offence)
1. Definition of Defamation
2. Sale of Obscene Books, etc.
3. Sedition
4. Punishment for Defamation
Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-1, R-4, S-2
(C) P-2, Q-4, R-1, S-3
(D) P-3, Q-4, R-2, S-1

46. What type of information is generally exempt from disclosure under the Right to Information Act, 2005?
(A) Information, the disclosure of which would affect the sovereignty and integrity of India.
(B) Information related to government expenditure.
(C) The attendance records of government employees.
(D) Details of beneficiaries of government welfare schemes.

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age.
(C) Unrestricted public exhibition, but with a word of caution for parents for children below 12 years.
(D) Restricted for exhibition to a special class of persons only, such as doctors or academic researchers.

82. Given below are two statements regarding libel.
Statement I: Libel is a published false statement that is damaging to a person's reputation.
Statement II: A defamatory statement made by a character in a fictional movie cannot be considered libel.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

83. The power of Parliament to punish for 'breach of privilege' can be exercised against:
(A) Only members of the Parliament.
(B) Only the Prime Minister.
(C) Any individual, including journalists and members of the public.
(D) Only foreign diplomats.

84. The comparative study of media laws and ethics between India and other regions implies a need for a:
(A) Rejection of all non-Indian legal concepts.
(B) Comparative approach to understand different legal systems and ethical standards.
(C) Belief that Indian laws are superior to all others.
(D) Focus only on laws from English-speaking countries.

85. Match the items in List I with those in List II.
List I: (Term)
P. Wage Board
Q. Public Information Officer (PIO)
R. Programme Code
S. Sedition
List II: (Relevant Act/Concept)
1. IPC 124(A)
2. Cable Television Network (Regulation) Act, 1995
3. Right to Information Act, 2005
4. Working Journalists Act, 1955
Codes:
(A) P-4, Q-3, R-2, S-1
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-1, R-3, S-2
(D) P-2, Q-3, R-4, S-1

86. A cartoonist draws a caricature of a politician that is highly critical but based on public actions. This is generally protected as:
(A) An official secret.
(B) Fair comment.
(C) Civil contempt.
(D) Indecent representation.

87. What is the time limit prescribed in the Right to Information Act, 2005, for a PIO to provide the requested information in a normal case?
(A) 15 days
(B) 30 days
(C) 48 hours
(D) 90 days

88. The phrase "reasonable restrictions" in Article 19(2) implies that:
(A) The government of India can impose any restriction it deems fit on the freedom of speech.
(B) The restrictions imposed by the state must be arbitrary, absolute, and excessive in their nature.
(C) The restrictions must have a rational connection with the objective and must not be excessive.
(D) The restrictions on speech can only be imposed through a direct order from the Supreme Court.

89. Copyright protection is automatically granted to an original work upon its:
(A) Registration with the Copyright Office.
(B) Publication in a government gazette.
(C) Creation and expression in a tangible form.
(D) Approval by the Ministry of Culture.

90. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Information Technology Act, 2000, is applicable to all content published in printed newspapers.
Reason (R): The IT Act, 2000, primarily governs electronic records, data, and communication

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carried out using computer systems and networks.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

91. The primary ethical conflict for a journalist in a reporting context is often between:
(A) The public's right to know and the potential for causing further harm to victims.
(B) The need for high ratings and the cost of production.
(C) The journalist's personal opinion and the editor's directive.
(D) The laws of India and the laws of other countries.

92. The Official Secrets Act, 1923, criminalizes:
(A) Fair criticism of government policies or the specific actions of public representatives.
(B) Publishing any information regarding the general administrative functioning of the government.
(C) Spying and wrongful communication of secret information that can harm the state.
(D) Refusing to pay taxes or comply with the financial regulations of the Indian government.

93. Which statement accurately describes the status of the Press Council of India (PCI)?
(A) It is a private club for editors with no legal authority.
(B) It is a government department that issues licenses to newspapers.
(C) It is a statutory, quasi-judicial body set up by an Act of Parliament.
(D) It is a trade union for working journalists.

94. An advertisement showing a child performing a dangerous stunt on a motorcycle to promote a brand of tyres would likely violate which code?
(A) The Programme Code under the Cable TV Act.
(B) The ASCI code for advertising.
(C) The provisions of the Cinematograph Act.
(D) The norms of the Press Council of India.

95. Arrange the following events related to the Indian Constitution in their correct chronological sequence.
I. The Constitution comes into force.
II. The Constituent Assembly adopts the Constitution.
III. The Constituent Assembly is formed.
IV. The first general elections are held under the new Constitution.
(A) I, II, III, IV
(B) III, II, I, IV
(C) II, I, IV, III
(D) III, I, II, IV

96. Publishing an imputation concerning a deceased person can amount to defamation if:
(A) The statement is true and made for the public good.
(B) The imputation would harm the reputation of that person if living, and is intended to be hurtful to the feelings of their family.
(C) The deceased person was a public figure.
(D) The statement was made more than 50 years after the person's death.

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97. The term 'Intellectual Property Rights' (IPR) covers:
(A) Only literary and artistic works.
(B) Only inventions that can be patented.
(C) A broad range of intangible creations, including copyrights, patents, and trademarks.
(D) Only property owned by educational institutions.

98. Which of the following is an example of an ethical guideline for media rather than a legal regulation?
(A) The requirement to print an imprint line in a newspaper.
(B) The prohibition of showing an 'A' certified film on television.
(C) The principle of protecting the identity of victims of sexual assault.
(D) The requirement to register a cable network.

99. A television news channel is accused of biased reporting and running a media trial in a high-profile criminal case. Which professional organization's guidelines are most relevant for addressing this complaint?

(A) Central Board of Film Certification (CBFC)
(B) News Broadcasting Standards Authority (NBSA) / News Broadcasters & Digital Association (NBDA)
(C) Advertising Standards Council of India (ASCI)
(D) The Bar Council of India

100. Consider the following statements regarding the Official Secrets Act, 1923.
a. It was enacted to counter espionage during the colonial era.
b. It is often seen as being in conflict with the Right to Information Act.
c. It applies only to members of the armed forces.
d. It has been completely repealed by the RTI Act, 2005.
Which of the above statement(s) is/are correct?
(A) a and b only
(B) c and d only
(C) a, b, and c
(D) a only

101. What is the main objective of the 'Working Journalists Act, 1955'?
(A) To prescribe a code of ethics for journalists.
(B) To regulate the conditions of service of employees in newspaper establishments.
(C) To provide a framework for censoring news content.
(D) To establish a government-owned news agency.

102. The concept of 'decency or morality' as a reasonable restriction on free speech is:
(A) Defined with absolute precision in the Constitution.
(B) A fixed and unchanging standard across all cultures and times.
(C) A standard that evolves with society and is interpreted by the judiciary.
(D) Applicable only to artistic and literary works.

103. If a citizen's request for information under the RTI Act is rejected, and their first appeal is also dismissed, what is the next level of appeal?
(A) The Central or State Information Commission
(B) The President of India
(C) The Supreme Court of India
(D) The Ministry of Law and Justice

104. Consider the following actions related to medicine and advertising.
a. Advertising a drug for the diagnosis or cure of cancer.
b. Advertising a 'talisman' for the purpose of influencing human beings.
c. Publishing a scientific paper on a new cancer treatment in a medical journal.
d. Advertising a government-approved vaccination program.
e. Advertising a remedy for the correction of menstrual disorders.
Which of the above actions are prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954?
(A) a, b, and e only
(B) c and d only
(C) a, b, c, and e
(D) a and b only

105. Match the items in List I with those in List II.
List I: (Legal Term)
P. Libel
Q. Slander
R. Sedition
S. Copyright
List II: (Brief Meaning)
1. Exciting disaffection against the Government
2. Exclusive right over a creative work
3. Defamation in a permanent form
4. Defamation in a transient form
Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-1, S-2
(C) P-2, Q-3, R-4, S-1
(D) P-4, Q-1, R-2, S-3

106. A key difference between law in India and in some other parts of the world (e.g., the US First Amendment) regarding free speech is that in India:
(A) There is no constitutional guarantee of free speech.
(B) The press has more freedom than an ordinary citizen.
(C) The restrictions on free speech are explicitly mentioned in the Constitution itself.

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(A) Physical property, such as buildings or printing presses, owned by an intellectual individual.
(B) Knowledge and data that is freely available for use within the public domain and government archives.
(C) A government-owned database of information that is accessible through the Right to Information Act.
(D) Creations of the mind, such as inventions, literary and artistic works, designs, and symbols.

74. A newspaper publishes an article that brings the entire judicial system into disrepute and lowers its authority. This act would be classified as:
(A) Civil Contempt
(B) Slander
(C) Sedition
(D) Criminal Contempt

75. Consider the following provisions regarding information technology and media.
a. Legal recognition for electronic records and digital signatures.
b. Punishment for cyber-terrorism.
c. Regulation of printing presses.
d. Adjudication mechanism for disputes related to electronic transactions.
e. Fixing wages for journalists.
Which of the above fall under the ambit of 'cyber laws' as per the Information Technology Act, 2000?
(A) a, b, and d only
(B) c and e only
(C) a, c, and e only
(D) a, b, c, d, and e

76. The ethical concept of 'checkbook journalism' refers to the practice of:
(A) Verifying facts using a checklist.
(B) Paying sources for their stories.
(C) Auditing the finances of the newspaper.
(D) Journalists being paid by cheque instead of cash.

77. Which of the following is NOT an essential component of the 'imprint line' required by the Press and Registration of Books Act, 1867?
(A) Name of the printer
(B) Name of the publisher
(C) Place of publication
(D) Name of the editor

78. The concept of freedom of speech and expression in the Indian Constitution is:
(A) Absolute and cannot be restricted under any circumstances.
(B) Available only to citizens of India.
(C) Available to all persons, including foreign nationals.
(D) Applicable only to political speeches.

79. What is the key difference in focus between the Hicklin Test and the Miller Test for obscenity?
(A) The Hicklin Test focuses on the work as a whole, whereas the Miller Test evaluates isolated passages or specific scenes of a work.
(B) The Hicklin Test is used exclusively for films, whereas the Miller Test is designed for the evaluation of books and journals.
(C) The Hicklin Test considers the artistic value of the work, whereas the Miller Test does not account for any creative merit.
(D) The Hicklin Test focuses on the effect on the most susceptible person, while the Miller Test applies contemporary community standards.

80. Consider the following functions and powers of the Press Council of India (PCI).
a. To help newspapers maintain their independence.
b. To build up a code of conduct for journalists.
c. To sentence journalists to imprisonment for violations.
d. To review and comment on any assistance received by any newspaper.
Which of the above statement(s) is/are correct?
(A) a, b, and d only
(B) c and d only
(C) a and c only
(D) a, b, c, and d

81. A film is certified as 'U/A' by the CBFC. What does this rating signify?
(A) Universal exhibition open to all members of the public regardless of age or personal sensitivity.
(B) Restricted to Adult audiences only, meaning persons who have attained eighteen years of

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a. A Chairman, who is a retired Supreme Court Judge.
b. Members from newspaper management.
c. Members who are working journalists and editors.
d. Members of Parliament.
e. Members from the judiciary currently serving on the bench.

Which of the above members form part of the Council under the Press Council Act?
(A) a, b, c, and d only
(B) a and e only
(C) b, c, and e only
(D) a, b, and c only

116. A cartoonist is charged with Sedition under IPC 124(A) for a caricature that sharply criticizes a government policy. Which of the following would be a valid defence?
(A) The cartoon was found to be not funny or lacked artistic quality according to the general public.
(B) The criticism was an expression of disapprobation of government measures, without exciting hatred or contempt.
(C) The cartoonist did not intend to make people laugh or provide entertainment through the drawing.
(D) The cartoon was published in a local newspaper with a very low daily circulation among the readers.

117. What is the status of the Advertising Standards Council of India (ASCI)?
(A) A government body with the statutory power to issue heavy fines and sentences of imprisonment.
(B) A self-regulatory body whose codes are now legally recognized for television commercials.
(C) A statutory body established under the Information Technology Act, 2000, for digital ads.
(D) A consumer forum designed for filing complaints against the manufacturers of faulty products.

118. The doctrine of "fair dealing" under the Copyright Act, 1957, allows for the use of copyrighted material for purposes such as:
(A) Commercial exploitation without permission.
(B) Private study, research, criticism, or review.
(C) Creating an identical copy for sale.
(D) Public performance of a work for profit.

119. The relevance of the Indian Constitution to media professionals lies in its ability to:
(A) Both guarantee rights and impose limitations on them.
(B) Provide government funding for all media houses.
(C) Mandate the publication of government press releases.
(D) Dictate the salary of journalists.

120. Consider the following actions by media.
a. A defamatory post on a social media website.
b. A defamatory statement made during a live television interview.
c. A defamatory caricature printed in a magazine.
d. A defamatory gesture or sign made in public.

Which of the above statement(s) can be considered an act of 'Libel'?
(A) a and c only
(B) b and d only
(C) a, b, and c only
(D) All of the above

121. "Human rights and media" is a domain that explores:
(A) How media can be used to promote and protect human rights.
(B) The human rights of journalists and media professionals.
(C) The potential for media to violate human rights (e.g., through hate speech or trial by media).
(D) All of the above.

122. Given below are two statements regarding the Official Secrets Act, 1923.
Statement I: The Official Secrets Act of 1923 categorizes all government documents as 'secret' by default.
Statement II: The Act specifies different categories of secret information, primarily related to national security and defense, and not every government file is an 'official secret'.
(A) Both Statement I and Statement II are true.

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(C) They did not know the document was secret.
(D) The information was harmless.

139. A "famous case involving journalists" that deals with the scope of sedition law would primarily revolve around the interpretation of:
(A) IPC Section 499
(B) IPC Section 124(A)
(C) The Copyright Act, 1957
(D) The Contempt of Courts Act, 1971

140. Consider the following features of the Right to Information Act, 2005.
a. It applies to private companies and non-governmental organizations.
b. It mandates proactive disclosure of certain information by public authorities.
c. It establishes Central and State Information Commissions as appellate bodies.
d. It has a provision for imposing penalties on erring Public Information Officers.
Which of the above statement(s) is/are correct?
(A) Statements a, b, and c only
(B) Statements b, c, and d only
(C) Statements a and d only
(D) All of the above statements

141. The adversarial role of the media is most pronounced in which form of government?
(A) Autocracy
(B) Monarchy
(C) Democracy
(D) Theocracy

142. Given below are two statements regarding parliamentary privileges.
Statement I: Parliamentary privileges are codified in a single comprehensive law in India.
Statement II: Parliamentary privileges are based on constitutional provisions, statutes, and conventions inherited from the British House of Commons.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

143. A newspaper photographer takes a picture of a new mother breastfeeding her infant in a public park and publishes it without her consent, causing her distress. This could be an issue under which Act?
(A) The Official Secrets Act, 1923
(B) The Indecent Representation of Women (Prohibition) Act, 1986
(C) The Drugs and Magic Remedies Act, 1954
(D) The Working Journalists Act, 1955

144. Which regulatory body in India is specifically tasked with hearing complaints about advertising content?
(A) Press Trust of India (PTI)
(B) Advertising Standards Council of India (ASCI)
(C) Directorate of Advertising and Visual Publicity (DAVP)
(D) Prasar Bharati

145. Match the items in List I with those in List II.
List I: (Concept)
P. Ethics
Q. Law
R. Slander
S. Libel
List II: (Description)
1. Codified, state-enforced rules
2. Moral principles, professional code
3. Defamation in permanent form
4. Defamation in transient form
Codes:
(A) P-2, Q-1, R-4, S-3
(B) P-1, Q-2, R-3, S-4
(C) P-2, Q-1, R-3, S-4
(D) P-1, Q-2, R-4, S-3

146. The concept of freedom of speech in India is different from that in the USA because in India:
(A) It is absolute and without any restrictions.
(B) The grounds for restrictions are explicitly enumerated in the Constitution.
(C) It is not a fundamental right.
(D) It is available only to journalists.

147. Under the Contempt of Courts Act, 1971, which of the following is NOT considered contempt?
(A) Wilful disobedience to any specific judgment, decree, direction, or order of a court.
(B) Scandalizing or lowering the authority of any court through the publication of material.

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130. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Right to Information Act, 2005, allows citizens to access any information without any exceptions.
Reason (R): Section 8 of the RTI Act lists several categories of information that are exempt from disclosure, such as information affecting national security.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

131. The term 'contempt of court' broadly refers to behaviour that:
(A) Applauds a judge's decision.
(B) Opposes, disobeys or disrespects the authority, justice, and dignity of a court.
(C) Involves filing a case in a court of law.
(D) Is a fair and accurate criticism of a judgment.

132. The rules and regulations for media recommended by the Press Council of India are:
(A) Primarily in the nature of ethical guidelines.
(B) Legally mandatory and enforceable with jail terms.
(C) Applicable only to government-owned media.
(D) Focused exclusively on advertisement content.

133. Which Act specifically addresses the regulation of television programming and advertising transmitted through cable networks?
(A) Information Technology Act, 2000
(B) Cinematograph Act, 1952
(C) Cable Television Network (Regulation) Act, 1995
(D) Press Council Act

134. What is the most significant change that the 'Miller Test' introduced to the law of obscenity, compared to the 'Hicklin Test'?
(A) It made the legal test for obscenity significantly stricter and banned a wider range of artistic materials.
(B) It required the work to be judged 'as a whole' by an average person applying contemporary community standards.
(C) It removed any consideration for the artistic, literary, or scientific value of the work under evaluation.
(D) It applied the test only to the most susceptible members of society, such as young children or the elderly.

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135. Arrange the following legal frameworks in the chronological order of their introduction in India.
I. Information Technology Act
II. Contempt of Courts Act
III. Working Journalists and other Newspaper Employees Act
IV. Indecent Representation of Women (Prohibition) Act
(A) III, II, IV, I
(B) II, III, I, IV
(C) I, IV, II, III
(D) IV, I, III, II

136. The punishment for defamation is prescribed under which section of the Indian Penal Code?
(A) Section 499
(B) Section 500
(C) Section 124(A)
(D) Section 292

137. The Preamble to the Constitution of India declares India to be a Sovereign, Socialist, Secular, and Democratic Republic. How is this relevant to the media?
(A) It mandates that all media must be state-owned.
(B) It sets the foundational values within which the media is expected to function and which it should uphold.
(C) It restricts media from reporting on religious matters.
(D) It requires newspapers to be published in a socialist format.

138. If a person is prosecuted under the Official Secrets Act, 1923, for communicating a classified document, their defence cannot be that:
(A) The information was already in the public domain.
(B) The communication was done for the public good.

(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

123. The Cable Television Network (Regulation) Act, 1995, includes a 'Programme Code'. What is its purpose?
(A) To provide the technical specifications and signal quality standards for all cable television systems.
(B) To list the fixed subscription prices for different channels offered by various cable operators.
(C) To lay down guidelines on what content is not permissible for broadcast on cable networks.
(D) To provide a fixed daily programming schedule for all channels run by the public broadcaster.

124. The law of obscenity in India, under IPC Sections 292-294, punishes:
(A) The author of the obscene material only.
(B) The reader of the obscene material only.
(C) The sale, publication, and distribution of obscene material.
(D) The private possession of obscene material for personal use.

125. Match the items in List I with those in List II.
List I: (Professional Body/Act)
P. ASCI
Q. Press Council Act
R. Cinematograph Act
S. Working Journalists Act
List II: (Core Mandate)
1. Film Censorship
2. Service conditions for newspaper employees
3. Self-regulation in Advertising
4. Preserving the freedom of the press
Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-1, S-2
(C) P-2, Q-3, R-4, S-1
(D) P-4, Q-1, R-2, S-3

126. An exception to the rule of defamation under Section 499 of the IPC is an imputation made in 'good faith' for the 'public good'. What does this imply?
(A) Any statement is protected by law as long as the publisher sincerely believes that the content of the statement is true.
(B) The statement, even if defamatory, is protected if it was made with due care and attention for a legitimate public purpose.
(C) Only defamatory statements made by government officials in the course of their duty are protected under this exception.
(D) A defamatory statement is legally protected if the publication leads to a significant increase in the newspaper's daily sales.

127. A key ethical dilemma in journalism arises from the 'adversarial role' of the media. This dilemma is the tension between:
(A) Being a critic of the government and maintaining a working relationship with it for information.
(B) Writing long investigative articles versus short news briefs for the daily edition of the paper.
(C) Using high-quality colour photographs versus traditional black and white photographs in the layout.
(D) Reporting on national news events versus reporting on international news stories from around the world.

128. What is the fundamental difference between 'copyright' and a 'patent' as forms of IPR?
(A) Copyright applies to inventions, while patents apply to artistic works.
(B) Copyright protects the expression of an idea, while a patent protects the idea itself (invention).
(C) Copyright lasts forever, while a patent has a limited term.
(D) Copyright is an Indian concept, while patent is a Western concept.

129. The Press and Registration of Books Act, 1867 requires a 'declaration' to be made before a newspaper can be published. Who must make this declaration?
(A) The owner of the printing press only.
(B) The proposed editor of the newspaper only.
(C) The printer and/or the publisher of the newspaper.
(D) The local postmaster.

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(C) A fair and bona fide criticism of a judicial act after the case is finalized.
(D) Prejudicing or interfering with the due course of any ongoing judicial proceeding in court.

148. The term 'Wage Board' is associated with which of the following Acts?
(A) The Information Technology Act, 2000
(B) The Cinematograph Act, 1952
(C) The Working Journalists Act, 1955
(D) The Copyright Act, 1957

149. The provision against incitement to an offence as a reasonable restriction on free speech means that one cannot use speech to:
(A) Criticize a religious practice.
(B) Advocate for a change in law.
(C) Directly provoke or encourage others to commit a crime.
(D) Express an unpopular opinion.

150. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Press Council of India can take suo motu cognizance of issues related to journalistic ethics.
Reason (R): The Press Council Act empowers the council to initiate inquiries on its own motion regarding professional misconduct.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

151. What is the main principle of the law of obscenity as laid down by the Hicklin test?
(A) The artistic and literary merit of the work as a whole rather than evaluating isolated passages.
(B) The tendency of the matter to deprave and corrupt those whose minds are open to immoral influences.
(C) The contemporary community standards of the average person living in the modern social context.
(D) The specific intention of the author to cause a public nuisance or disrupt the social order.

152. Which Act governs the registration and regulation of cable television operators in India?
(A) The Prasar Bharati Act, 1990
(B) The Cable Television Network (Regulation) Act, 1995
(C) The TRAI Act, 1997
(D) The Indian Telegraph Act, 1885

153. 'Cyber law' in India deals with issues arising from:
(A) The use of the internet and digital communication.
(B) The printing of newspapers and magazines.
(C) The broadcast of radio programmes.
(D) The exhibition of films in theatres.

154. A newspaper publishing a false story that a person has been convicted of a crime, when they were actually acquitted, is a clear case of:
(A) Sedition
(B) Contempt of Court
(C) Libel
(D) Breach of Parliamentary Privilege

155. Consider the following entities related to governance and media.
a. Press Council of India (PCI)
b. Central Board of Film Certification (CBFC)
c. Telecom Regulatory Authority of India (TRAI)
d. NITI Aayog
e. Advertising Standards Council of India (ASCI)
Which of the above are key regulatory bodies for media and communication in India?
(A) a, b, and d only
(B) d and e only
(C) a, b, c, and e only
(D) All of the above

156. The Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, is relevant for media ethics because it:
(A) Mandates a sensitive and responsible approach when reporting on issues involving these communities.
(B) Requires journalists to get permission from community leaders before reporting.
(C) Forbids any mention of caste in news reports.
(D) Provides funding for documentaries on SC/

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ST issues.

157. Comparative study of media laws often highlights differences between nations. For example, the First Amendment in the USA provides:
(A) A model of reasonable restrictions similar to India's Article 19(2).
(B) A stronger, more absolute protection for free speech than in India.
(C) No protection for press freedom.
(D) Protection only for political speech.

158. The most crucial role of the Constitution of India in relation to the media is that it:
(A) Defines the term 'journalist'.
(B) Provides the legal source for the media's fundamental right to freedom of expression.
(C) Lists the names of all approved newspapers.
(D) Sets the advertising rates for television channels.

159. What kind of speech does Section 124(A) of the IPC (Sedition) criminalize?
(A) Any form of criticism against the government or the policies enacted by the state representatives.
(B) Speech that incites violence or has the tendency to create public disorder against the state.
(C) Speech that defames a high-ranking government official or a member of the legislative assembly.
(D) Speech that is considered obscene or offensive to the moral sensibilities of the general public.

160. Consider the following statements regarding the Press and Registration of Books Act, 1867.
a. Every book or paper printed shall have the name of the printer and the place of printing.
b. A declaration is required before starting a newspaper.
c. The Act's primary purpose is to censor content before publication.
d. The Act establishes wage boards for journalists.
Which of the above statement(s) is/are correct?
(A) a and b only
(B) c and d only
(C) a, b, and c
(D) a, b, and d

161. A journalist's right to protect the identity of their source is a matter of:
(A) Legal right under the Contempt of Courts Act.
(B) Professional ethics.
(C) Legal right under the Right to Information Act.
(D) A fundamental right guaranteed by the Constitution.

162. Given below are two statements regarding the Working Journalists Act, 1955.
Statement I: The Working Journalists Act, 1955, applies to all employees of a newspaper establishment, including administrative staff.
Statement II: The Act primarily defines and provides for the service conditions of 'working journalists' and certain non-journalist newspaper employees.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

163. A 'famous case' concerning libel would most likely involve a dispute over:
(A) The leak of a secret government document.
(B) A published statement that allegedly damaged a person's reputation.
(C) The certification of a controversial film.
(D) A speech that allegedly incited hatred against the state.

164. What does the term "Intellectual Property" refer to in the context of media?
(A) The physical assets of a media company, like cameras and buildings.
(B) The ownership rights over creative works like articles, photos, music, and software.
(C) The intelligence level of the journalists employed by a media house.
(D) The public information database maintained by the government.

165. Match the items in List I with those in List II.
List I: (Act)
P. Right to Information Act
Q. Official Secrets Act

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R. Contempt of Courts Act
S. Indecent Representation of Women (Prohibition) Act

List II: (Year of Enactment)
1. 1923
2. 1971
3. 1986
4. 2005

Codes:
(A) P-4, Q-1, R-2, S-3
(B) P-1, Q-4, R-3, S-2
(C) P-4, Q-2, R-1, S-3
(D) P-3, Q-1, R-2, S-4

166. Under the Right to Information Act, 2005, information concerning the life or liberty of a person is required to be provided within:
(A) 30 days
(B) 48 hours
(C) 15 days
(D) 7 days

167. Which of the following is a primary function of the Press Council of India?
(A) To provide financial loans to newspapers.
(B) To adjudicate on matters of journalistic ethics and preserve press freedom.
(C) To conduct examinations for the recruitment of journalists.
(D) To certify films for public exhibition.

168. The 'Programme Code' and 'Advertising Code' are part of which legislation?
(A) The Cinematograph Act, 1952
(B) The Information Technology Act, 2000
(C) The Press and Registration of Books Act, 1867
(D) The Cable Television Network (Regulation) Rules, 1994

169. The historical relevance of the Indian Constitution stems from its role in:
(A) Establishing a framework for a sovereign, democratic nation post-independence.
(B) Continuing the legal system of the British Raj without any changes.
(C) Creating a monarchy for India.
(D) Making India a colony of the United States.

170. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The law of defamation serves to protect an individual's reputation from unwarranted attacks.
Reason (R): Freedom of speech under Article 19(1)(a) is absolute and allows for any statement to be made without consequence.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

171. If a journalist publishes details from a secret military plan, which Act is most likely to be invoked against them?
(A) The Contempt of Courts Act, 1971
(B) The Official Secrets Act, 1923
(C) The Copyright Act, 1957
(D) The Working Journalists Act, 1955

172. The concept of 'Fair Comment' as a defence in defamation requires that the statement must be:
(A) A statement of fact, proven to be true.
(B) An expression of opinion, based on facts, and made in public interest.
(C) A statement made in a private conversation.
(D) A statement that is flattering to the subject.

173. The 'U' certificate awarded by the CBFC stands for:
(A) Underage exhibition prohibited.
(B) Unrestricted public exhibition.
(C) Urban audiences only.
(D) Use with parental guidance.

174. Which body's recommendations form the basis for revising the wages of newspaper employees in India?
(A) The Press Council of India.
(B) The NITI Aayog.
(C) The Wage Board constituted under the Working Journalists Act.
(D) The Indian Newspaper Society (INS).

175. Arrange the following regulatory bodies or laws in the order of the sectors they primarily govern, from Print to Film to Advertising to Internet.

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I. CBFC
II. ASCI
III. IT Act, 2000
IV. Press Council of India
(A) IV, I, II, III
(B) I, II, III, IV
(C) IV, II, I, III
(D) II, IV, I, III

176. The Information Technology Act, 2000, provides a legal framework for:
(A) Granting licenses to radio stations.
(B) Giving legal sanctity to electronic transactions and digital signatures.
(C) Regulating the tariff of telephone services.
(D) Determining the wages of IT professionals.

177. The 'adversarial role' of media often creates friction between the press and the:
(A) Judiciary
(B) Executive (Government)
(C) General public
(D) Advertising agencies

178. A key principle of journalistic ethics regarding human rights reporting is:
(A) To prioritize the dignity and safety of victims and survivors.
(B) To sensationalize suffering to attract attention.
(C) To take a political side in a conflict.
(D) To avoid reporting on human rights altogether.

179. What does the term 'Slander' refer to?
(A) A defamatory statement in written or permanent form.
(B) A true statement made for the public good.
(C) A defamatory statement in spoken or transient form.
(D) A fair and accurate report of court proceedings.

180. Consider the following acts related to Parliamentary proceedings.
a. Publishing a fair and accurate report of parliamentary proceedings.
b. Publishing a distorted or malicious report of a member's speech in the House.
c. Publishing a confidential report of a parliamentary committee before it is presented to the House.
d. Criticizing a policy discussed in Parliament in an editorial.
Which of the above actions would constitute a breach of Parliamentary Privilege?
(A) a and d only
(B) b and c only
(C) a, b, and c
(D) b, c, and d

181. The Indian Constitution provides for freedom of speech and expression in Article 19(1)(a). The reasonable restrictions are listed in:
(A) Article 19(1)(b)
(B) Article 19(2)
(C) Article 21
(D) The Preamble

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182. Given below are two statements regarding the Cinematograph Act, 1952.
Statement I: The Cinematograph Act, 1952, deals with the censorship of content published in newspapers.
Statement II: The Act provides for the certification of films for public exhibition by the CBFC.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

183. The main function of the ASCI is to ensure that advertisements are:
(A) Legal, decent, honest and truthful.
(B) Entertaining and visually appealing.
(C) Promoted by celebrities.
(D) Sanctioned by the government.

184. The Copyright Act of 1957 protects:
(A) The idea behind a story.
(B) The name or title of a book.
(C) The original expression of an idea in a literary or artistic form.
(D) Factual information and news.

185. Match the items in List I with those in List II.
List I: (Regulatory Body)
P. Press Council of India
Q. National Human Rights Commission
R. Central Information Commission
S. Law Commission of India

List II: (Chairman's usual qualification)
1. A retired Chief Justice of India
2. An eminent person in public life with knowledge of law, etc.
3. A retired Judge of the Supreme Court
4. A retired Judge of the Supreme Court or a retired Chief Justice of a High Court

Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-1, R-2, S-4
(C) P-2, Q-3, R-4, S-1
(D) P-4, Q-1, R-3, S-2

186. Which of the following is NOT covered under the definition of 'Intellectual Property Rights'?
(A) Right to Equality
(B) Patents
(C) Trademarks
(D) Copyrights

187. The Indecent Representation of Women (Prohibition) Act, 1986 aims to criminalize the depiction of women in a manner that is:
(A) Unfashionable
(B) Non-traditional
(C) Indecent for the purpose of commercial gain.
(D) Politically incorrect

188. Civil Contempt of Court refers to:
(A) Scandalizing the court.
(B) Wilful disobedience of a court's judgment, decree, or order.
(C) Interfering with the administration of justice.
(D) Publishing material that prejudices a pending case.

189. A magazine republishes an entire award-winning short story from another author without permission, claiming it is for 'review'. This act would likely be:
(A) A violation of copyright.
(B) Permissible under 'fair dealing'.
(C) A case of libel.
(D) A breach of the Official Secrets Act.

190. Given below are two statements, one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The Cable Television Network (Regulation) Act, 1995, requires all cable operators to transmit certain Doordarshan channels.
Reason (R): This is to ensure the availability of public service broadcasting content to all viewers, even those on private cable networks.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

191. A journalist facing a charge of sedition under IPC 124(A) can argue in defence that their writing was:
(A) Meant to incite violence against the Head of State or the constitutional authority of the country.
(B) A strong criticism of government policies intended to seek their improvement through lawful means.
(C) Intended to encourage the secession of a particular state from the Union of India through force.
(D) Aimed at bringing the entire judicial system of the country into contempt and public disrepute.

192. Which of the following is a self-regulatory body for the advertising industry in India?
(A) The Press Council of India (PCI)
(B) The Advertising Standards Council of India (ASCI)
(C) The Central Board of Film Certification (CBFC)
(D) The Telecom Regulatory Authority of India (TRAI)

193. The historical context of the Official Secrets Act, 1923, is rooted in:
(A) The British colonial administration's desire to suppress nationalist activities and dissent.
(B) The post-independence need for transparency.
(C) The requirements of the World Trade Organization.
(D) The framing of the Indian Constitution.

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194. The concept of "freedom of speech and expression" is a cornerstone of democracy because:
(A) It guarantees profits for media companies.
(B) It allows for open discussion, debate, and the formation of public opinion.
(C) It ensures that the government's view is the only one heard.
(D) It prevents any form of media regulation.

195. Consider the following laws related to media.
a. The Cinematograph Act, 1952
b. The Working Journalists Act, 1955
c. The Cable Television Network (Regulation) Act, 1995
d. The Law of Obscenity (IPC 292-294)
e. The Employees' Provident Fund Act, 1952
Which of the above are primarily aimed at regulating content in Indian media?
(A) a, b, and c only
(B) a, c, and d only
(C) b and e only
(D) All of the above

196. An advertisement for a tonic claims it will increase a child's height, a claim that is unsubstantiated. Which body is most likely to find this advertisement objectionable?
(A) CBFC
(B) PCI
(C) ASCI
(D) UIDAI

197. The term 'cyber laws' refers to the legal framework governing:
(A) The maritime and shipping industry.
(B) The digital and internet space.
(C) The aerospace industry.
(D) The real estate sector.

198. The most fundamental difference between 'law' and 'ethics' is that law is about what is legally required, whereas ethics is about:
(A) What is financially profitable.
(B) What is popular among the masses.
(C) What is morally right or wrong.
(D) What is traditionally practiced.

199. A 'famous case' involving Contempt of Court would likely center on a publication that:
(A) Criticized a government policy.
(B) Defamed a corporate entity.
(C) Allegedly scandalized the judiciary or prejudiced a trial.
(D) Violated a copyright.

200. Consider the following statements about Parliamentary Privileges.
a. They give MPs immunity from civil or criminal proceedings for anything said in Parliament.
b. They allow Parliament to prohibit the publication of its proceedings.
c. They are absolute and not subject to fundamental rights.
d. The courts can review a parliamentary decision on a breach of privilege.
Which of the above statement(s) is/are correct?
(A) a and b only
(B) c and d only
(C) a, b, and d
(D) a and c only

201. Which Act makes it obligatory for printers and publishers to submit a declaration to a magistrate?
(A) The Working Journalists Act, 1955
(B) The Official Secrets Act, 1923
(C) The Press and Registration of Books Act, 1867
(D) The Copyright Act, 1957

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202. The concept of 'reasonable restrictions' on freedom of speech in India allows the state to balance individual liberty with:
(A) The interests of national security, public order, and morality.
(B) The general convenience and administrative ease of the government.
(C) The commercial profitability of state-owned and operated enterprises.
(D) The private opinions and the political agenda of the ruling party.

203. Given below are two statements regarding the Right to Information Act, 2005.
Statement I: The Right to Information Act, 2005, is based on the principle of maximum disclosure and minimum exemption.
Statement II: The Act aims to empower citizens by promoting accountability in government.
(A) Both Statement I and Statement II are true.

(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

204. The constitutional relevance of freedom of expression for the media is that it:
(A) Enables its role as a public watchdog.
(B) Is a source of entertainment.
(C) Guarantees financial success.
(D) Is a tool for government propaganda.

205. Consider the following bodies in the context of media.
a. Ministry of Information and Broadcasting
b. Press Council of India
c. Central Board of Film Certification
d. Advertising Standards Council of India
e. Indian Space Research Organisation (ISRO)
Which of the above are involved in media regulation in India?
(A) a, b, and c only
(B) a, b, c, and d only
(C) e only
(D) All of the above

206. An accurate report of a public court proceeding published in a newspaper is generally protected from a defamation lawsuit under the defence of:
(A) Fair comment
(B) Consent
(C) Qualified privilege
(D) Justification by truth

207. The Information Technology Act, 2000, was enacted to primarily address challenges and opportunities related to:
(A) Print journalism
(B) Film production
(C) Electronic commerce and communication
(D) Radio broadcasting

208. The 'A' certificate from the CBFC means the film is:
(A) Restricted to adult audiences (18+).
(B) Approved for all audiences.
(C) An 'Art' film of high merit.
(D) Approved for army personnel only.

209. The adversarial role of media is based on the idea that a free press should:
(A) Always support the government in power.
(B) Act as an adversary to the public.
(C) Scrutinize and question the actions of the powerful.
(D) Create artificial conflicts for entertainment.

210. The main difference between civil and criminal contempt is that civil contempt involves disobeying the court, while criminal contempt involves:
(A) Failing to pay a court fee.
(B) Scandalizing the court or interfering with the administration of justice.
(C) Filing a poorly drafted petition.
(D) Speaking loudly inside the courtroom.

211. Which law governs the conditions of service for journalists in India, including provisions for gratuity and holidays?
(A) The Working Journalists Act, 1955
(B) The Factories Act, 1948
(C) The Industrial Disputes Act, 1947
(D) The Press Council Act

212. Under the Indian Constitution, freedom of speech can be restricted on the grounds of "decency or morality". This standard is determined by:
(A) The specific government of the day and its administrative policies on media.
(B) Prevailing contemporary community standards as interpreted by the judiciary.
(C) Ancient religious and cultural texts that define the traditional social order.
(D) The editor of a newspaper or the head of a major television news network.

213. The Press Council of India's guidelines on journalistic conduct are an example of:
(A) Legally binding statute
(B) Codified professional ethics
(C) A government order
(D) A Supreme Court judgment

214. The term 'IPR' is an acronym for:
(A) Indian Press Regulations
(B) Internet Protocol Routing
(C) Internal Procedural Rules
(D) Intellectual Property Rights

215. Consider the following grounds regarding free speech.

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core functions. Two significant limitations are the Contempt of Courts Act, 1971, and the concept of Parliamentary Privileges. The Contempt of Courts Act seeks to protect judicial institutions from motivated attacks and willful disobedience, thereby preserving public confidence in the justice system. It defines two categories of contempt: civil contempt, which involves willful disobedience to any judgment or order of a court, and criminal contempt, which includes scandalizing the court, or interfering with or officiating the administration of justice. Similarly, Parliamentary Privileges are special rights and immunities enjoyed by the Houses of Parliament and their members, intended to enable them to discharge their legislative functions without obstruction or fear. Publishing proceedings of the house without permission or casting aspersions on a member's character in relation to their parliamentary conduct can be deemed a breach of these privileges, leading to punitive action by the House itself. For the media, this creates a tightrope walk between the duty to report on the judiciary and legislature, which is central to its watchdog role, and the legal obligation to not cross the line into contempt or breach of privilege.

Based on the above source, attempt the following five questions.

266. What is the primary purpose of the Contempt of Courts Act, 1971, as described in the passage?
(A) To protect journalists from legal action by judges.
(B) To protect judicial institutions and preserve public confidence in them.
(C) To ensure parliamentary proceedings are reported accurately.
(D) To define the service conditions for newspaper employees.

267. The passage distinguishes between civil contempt and criminal contempt. What constitutes civil contempt?
(A) Willful disobedience to a court's judgment or order.
(B) Scandalizing the court or lowering its authority.
(C) Interfering with the administration of justice.
(D) Publishing inaccurate reports of court proceedings.

268. What is the stated purpose of Parliamentary Privileges?
(A) To grant Members of Parliament absolute freedom of speech outside the House.
(B) To prevent the media from reporting on legislative debates.
(C) To allow Parliament to function without obstruction or fear.
(D) To shield legislators from all forms of public criticism.

269. Which of the following actions by a media house could potentially lead to a charge of breach of Parliamentary Privilege?
(A) Critiquing a law passed by the Parliament.
(B) Reporting on a court judgment that criticizes a government policy.
(C) Willfully disobeying an order from the Supreme Court.
(D) Publishing an article that casts aspersions on a member's conduct within the House.

270. The passage uses the metaphor of a "tightrope walk" to describe the media's situation concerning these laws. What does this metaphor imply?
(A) The media's role is entertaining but lacks serious substance.
(B) The laws are so confusing that compliance is nearly impossible.
(C) The media must maintain a delicate balance between its reporting duties and legal restrictions.
(D) The media operates in a risk-free environment protected by special immunities.

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Direction : Please read the following source carefully.

State control over information and media operations is institutionalized through several key statutes in India, each with a distinct purpose. The Official Secrets Act (OSA), 1923, is a colonial-era law designed primarily to protect national security by prohibiting espionage, spying, and the unauthorized disclosure of sensitive government information. It creates a broad framework where any information held by the government can be deemed secret, and its communication can be a punishable offence. This Act poses a significant challenge to investigative journalism, as it can be

a. Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
b. Indecent Representation of Women (Prohibition) Act, 1986
c. The ASCI Code (as applied to TV ads)
d. The Official Secrets Act, 1923
e. The Working Journalists Act, 1955

Which of the above directly impact the content of advertising in India?
(A) a, b, and c only
(B) d and e only
(C) a, b, d, and e
(D) All of the above

226. The Official Secrets Act, 1923, is often criticized for being in conflict with which fundamental principle of democracy?
(A) The right to property
(B) The right to equality
(C) The principle of transparency and the public's right to know
(D) The right to form associations

227. The body of law dealing with online speech, e-commerce, and digital signatures in India is collectively known as:
(A) Press Law
(B) Broadcast Law
(C) Cyber Law
(D) Film Law

228. The punishment for sedition under IPC Section 124(A) can be:
(A) A simple fine.
(B) Imprisonment for life.
(C) Community service.
(D) A public apology.

229. Which of the following is a key difference between the legal frameworks for media in India and many Western countries like the USA?
(A) India lacks a written constitution.
(B) India allows for pre-censorship of films, which is largely unconstitutional in the US.
(C) The US has stricter laws on hate speech than India.
(D) India has no laws governing media.

230. A journalist who publishes information obtained through an RTI application is exercising rights derived from:
(A) The Official Secrets Act, 1923
(B) The Right to Information Act, 2005
(C) The Contempt of Courts Act, 1971
(D) The Cinematograph Act, 1952

231. The primary purpose of the Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989 in the context of media is to:
(A) Prevent the publication of material that insults or intimidates members of these communities.
(B) Provide scholarships for SC/ST journalism students.
(C) Reserve seats in media houses for SC/ST individuals.
(D) Censor all news related to caste.

232. What is the main characteristic of the Press Council of India?
(A) It is a government-controlled body to punish journalists.
(B) It is a trade union focused on salary negotiations.
(C) It is a statutory, quasi-judicial watchdog for the print media.
(D) It is a private company that owns several newspapers.

233. In case of a conflict between the fundamental right to freedom of expression and Parliamentary Privilege:
(A) Freedom of expression will always prevail.
(B) Parliamentary privilege will always prevail.
(C) The judiciary may step in to balance the two rights.
(D) The matter is decided by the President of India.

234. The term 'checkbook journalism' is an ethical issue related to:
(A) Paying for news, which can compromise its authenticity.
(B) Auditing a newspaper's financial accounts.
(C) The high salaries paid to celebrity journalists.
(D) Journalists writing cheques to pay for their expenses.

235. Consider the following statements regarding the concept of freedom of speech in the Indian Constitution.

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legally binding. This mechanism is designed to ensure fair wages and to protect employees from arbitrary pay structures, reflecting a state-led effort to secure the financial stability of media professionals.

Based on the above source, attempt the following five questions.

276. What is the primary focus of the Working Journalists and other Newspaper Employees Act, 1955?
(A) To regulate the conditions of service and welfare of newspaper employees.
(B) To regulate the content of newspapers to prevent defamation.
(C) To establish a council for self-regulation of the press.
(D) To provide a framework for copyright and intellectual property in journalism.

277. What is the specific function of the Wage Boards constituted under the Act of 1955?
(A) To censor objectionable content in newspapers.
(B) To issue licenses for the operation of printing presses.
(C) To adjudicate disputes related to defamation.
(D) To fix and revise the rates of wages for newspaper employees.

278. According to the passage, the recommendations of a Wage Board become legally binding after which step?
(A) Immediately after the Board submits its report.
(B) Once they are accepted and notified by the government.
(C) After approval from the Press Council of India.
(D) Following a majority vote by newspaper employees.

279. The composition of a Wage Board, as described in the passage, is designed to be:
(A) exclusively comprised of government officials.
(B) entirely made up of retired judicial officers.
(C) representative, including employers, employees, and independent members.
(D) selected solely by newspaper owners' associations.

280. The establishment of Wage Boards under the 1955 Act reflects what kind of state effort?
(A) An effort to control the narrative of news media.
(B) An effort to promote digital media over print.
(C) An effort to restrict the formation of trade unions in the media industry.
(D) An effort to secure the economic welfare and financial stability of media workers.

Direction : Please read the following source carefully.

The legal framework governing obscenity in India has evolved, reflecting changing societal norms, but remains a contentious area for media and artistic expression. The primary legal provisions are found in Sections 292 to 294 of the Indian Penal Code (IPC), which criminalize the sale, distribution, or public exhibition of obscene material. The historical standard for judging obscenity was the Hicklin test, a British common law principle from the 19th century. This test allowed a work to be judged obscene based on the potential of isolated passages to deprave and corrupt the most susceptible minds, such as children. Over time, this test was criticized for being overly restrictive. While not formally adopted in its entirety into Indian statute, its influence was significant. In contrast, the Miller test, developed by the US Supreme Court, provides a three-pronged standard: whether the average person, applying contemporary community standards, would find the work, taken as a whole, appeals to the prurient interest; whether the work depicts or describes sexual conduct in a patently offensive way; and whether the work, taken as a whole, lacks serious literary, artistic, political, or scientific value. Further specializing the law, the Indecent Representation of Women (Prohibition) Act, 1986, was enacted to specifically prohibit the depiction of women in a manner that is indecent or denigrating.

Based on the above source, attempt the following five questions.

281. Which sections of the Indian Penal Code are cited as the primary legal provisions against obscenity?
(A) Sections 292-294
(B) Sections 499-502

NODIA

(A) The right to freedom of speech and expression under Article 19(1)(a).
(B) The right to equality under Article 14.
(C) The right to life and personal liberty under Article 21.
(D) The right to constitutional remedies under Article 32.

247. The punishment for libel and slander is covered under which sections of the IPC?
(A) IPC 124(A)
(B) IPC 292-294
(C) IPC 499-502
(D) IPC 302

248. The Press Council of India has jurisdiction over:
(A) Newspapers, news agencies, editors, and journalists.
(B) Television channels and radio stations.
(C) Films and documentaries.
(D) Internet websites and social media platforms.

249. Which of the following is NOT a regulatory body for media in India?
(A) Central Board of Film Certification (CBFC)
(B) Press Council of India (PCI)
(C) University Grants Commission (UGC)
(D) Broadcasting Content Complaints Council (BCCC)

250. The concept of "human rights and media" encompasses the media's role in:
(A) Exposing violations, advocating for rights, and giving a voice to the marginalized.
(B) Only celebrating human rights achievements.
(C) Following government narratives on human rights issues.
(D) Ignoring human rights issues to avoid controversy.

Direction : Please read the following source carefully.

The conceptual frameworks of law and ethics, while often intertwined, represent distinct domains governing media conduct both in India and globally. Law constitutes a set of codified rules and regulations enforced by the state, carrying formal sanctions for non-compliance. In India, the bedrock of media law is the Constitution, which has undergone significant historical evolution to remain relevant in a dynamic socio-political landscape. Its relevance lies in providing the foundational principles, such as fundamental rights, upon which all subsequent media-related statutes are built. Ethics, in contrast, refers to a system of moral principles and professional standards of conduct, often self-regulated by media bodies and professionals. While legal transgressions result in punitive action by the state, ethical lapses typically lead to professional censure or loss of public trust. The distinction is crucial; an action by a media entity might be legally permissible but ethically questionable. For instance, the publication of a victim's name in a sensitive case may not always be illegal but could be a profound ethical breach. The Indian constitutional framework, therefore, provides the legal boundaries within which the media must operate, while a separate, parallel discourse on ethics guides its moral compass and social responsibility.

Based on the above source, attempt the following five questions.

251. According to the passage, what is the primary distinction between law and ethics in the context of media?
(A) Law is based on global standards, whereas ethics are specific to India.
(B) Law involves state-enforced rules with formal sanctions, while ethics are self-regulated moral principles.
(C) Ethical violations are more severely punished than legal transgressions.
(D) Law is derived from the Constitution, while ethics are derived from international treaties.

252. What is described as the foundational source for media law in India?
(A) The Constitution of India, due to its historical evolution and relevance.
(B) A system of professional standards and moral principles.
(C) International legal precedents from the rest of the world.
(D) The codified rules established by self-regulated media bodies.

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253. The passage provides an example of an action that may be "legally permissible but ethically questionable." Which scenario best illustrates this concept?
(A) Broadcasting content that incites violence, which is prohibited by law.
(B) Publishing a defamatory article, which leads to a lawsuit.
(C) Publishing the personal details of a crime victim without their consent.
(D) Using a hidden camera to expose a political scandal for public interest.

254. Based on the passage, what is the typical consequence of an ethical lapse by a media organization?
(A) Imprisonment of the journalist responsible.
(B) Immediate revocation of the organization's broadcasting license.
(C) A significant monetary fine imposed by the judiciary.
(D) Professional censure and a decline in public credibility.

255. The passage suggests that the Indian constitutional framework serves which function for the media?
(A) It exclusively dictates the moral compass and social responsibility of journalists.
(B) It replaces the need for any self-regulated ethical codes.
(C) It sets the legal parameters and boundaries for media operations.
(D) It primarily focuses on punishing ethical breaches rather than legal ones.

Direction : Please read the following source carefully.

The concept of freedom of speech and expression is a cornerstone of Indian democracy, enshrined in Article 19(1)(a) of the Constitution of India. This provision grants all citizens the right to express their convictions and opinions freely, whether through word of mouth, writing, printing, pictures, or any other communicable mode. It is not an absolute right, however, and is subject to "reasonable restrictions" as outlined in Article 19(2). The state is empowered to impose limitations on this freedom in the interests of the sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court, defamation, or incitement to an offence. The interpretation of what constitutes a "reasonable restriction" has been a subject of extensive judicial review, with the Supreme Court often stepping in to balance the individual's right to expression against the collective interests of society. This delicate balance is fundamental to media law, as journalists and media houses constantly navigate the space between their constitutional right to report freely and the legal limitations designed to prevent harm and maintain social order. The judiciary's role is thus pivotal in safeguarding this freedom from undue government encroachment while also ensuring it is not misused.

Based on the above source, attempt the following five questions.

256. What is the constitutional basis for the freedom of speech and expression in India?
(A) Article 19(2) of the Constitution.
(B) Article 19(1)(a) of the Constitution.
(C) The Preamble of the Constitution.
(D) Article 21 of the Constitution.

257. According to the passage, the freedom of speech and expression in India is:
(A) an absolute and unconditional right for all citizens.
(B) a privilege granted only to journalists and media organizations.
(C) a right that cannot be limited even for national security reasons.
(D) a right subject to reasonable restrictions specified in the Constitution.

258. Which of the following is NOT listed in Article 19(2) as a ground for imposing reasonable restrictions on free speech?
(A) Criticism of government policy.
(B) The security of the State.
(C) Contempt of court.
(D) Public order, decency or morality.

259. What is the role of the judiciary, as described in the passage, concerning the freedom of expression?
(A) To exclusively enforce government restrictions on the media.
(B) To provide an absolute shield to journalists

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from all legal challenges.
(C) To interpret "reasonable restrictions" and balance individual rights with societal interests.
(D) To draft and amend the constitutional provisions related to free speech.

260. The passage implies that the relationship between Article 19(1)(a) and Article 19(2) is one of:
(A) empowerment and limitation, defining the scope of the right.
(B) contradiction, where one negates the other.
(C) hierarchy, where Article 19(2) is superior to Article 19(1)(a).
(D) separation, as they apply to different categories of citizens.

Direction : Please read the following source carefully.

In Indian law, defamation is a significant restriction on the freedom of speech, criminalized under Sections 499-502 of the Indian Penal Code (IPC). Section 499 defines defamation as the act of harming the reputation of a person through words (spoken or intended to be read), signs, or visible representations. The law makes a distinction between two forms of defamation: libel, which is defamation in a permanent form such as writing or printing, and slander, which is transient, spoken defamation. While both are covered under Section 499, the distinction is relevant in civil law for damages. In contrast to defamation, which concerns individual reputation, sedition, under Section 124(A) of the IPC, pertains to acts against the state. Sedition is defined as bringing or attempting to bring into hatred or contempt, or exciting or attempting to excite disaffection towards the Government established by law in India. The key difference lies in the target of the expression; defamation targets an individual's reputation, whereas sedition targets the stability and authority of the state itself. Media professionals must be acutely aware of this distinction, as reporting on public figures can border on defamation, while strong political criticism can, in some interpretations, be construed as sedition, carrying far more severe legal consequences.

Based on the above source, attempt the following five questions.

261. What is the primary legal provision in the Indian Penal Code that defines the offence of defamation?
(A) IPC 124(A)
(B) IPC 502
(C) IPC 292
(D) IPC 499

NODIA

262. According to the passage, what is the fundamental difference between libel and slander?
(A) Libel is a criminal offence, while slander is a civil one.
(B) Libel is defamation in a permanent form, while slander is in a transient form.
(C) Libel is spoken, whereas slander is in a written or printed form.
(D) Libel targets the state, whereas slander targets an individual.

263. The passage distinguishes between defamation and sedition based on:
(A) the severity of the punishment.
(B) the medium used for the expression (written vs. spoken).
(C) the target of the harmful expression (individual vs. state).
(D) the intent of the person making the statement.

264. Which section of the Indian Penal Code deals with the offence of sedition?
(A) Section 499
(B) Section 500
(C) Section 294
(D) Section 124(A)

265. Based on the source, a journalist publishing a false article that damages a politician's personal reputation would most likely face charges related to which offence?
(A) Defamation under IPC 499.
(B) Sedition under IPC 124(A).
(C) Contempt of court.
(D) Obscenity.

Direction : Please read the following source carefully.

The freedom of the press is not absolute and is qualified by other legal principles designed to uphold the institutional integrity of the state's

a. It is an absolute right with no limitations.
b. It includes the freedom of the press.
c. It is subject to reasonable restrictions on grounds like public order and morality.
d. It is available to all persons, including non-citizens.
e. It is guaranteed under Article 21.

Which of the above statements are correct?
(A) a and e only
(B) b and c only
(C) a, d, and e
(D) b, c, and d

236. The Copyright Act, 1957, would be relevant in a dispute concerning:
(A) The service conditions of a reporter.
(B) The unauthorized reproduction of a photograph in a magazine.
(C) The broadcast of a film with an 'A' certificate on television.
(D) A speech that incites public disorder.

237. The regulatory body for films in India is:
(A) ASCI
(B) PCI
(C) CBFC
(D) TRAI

238. The law of defamation is primarily concerned with protecting a person's:
(A) Property
(B) Privacy
(C) Reputation
(D) Life and liberty

239. 'Famous cases' related to media law are important to study because they:
(A) Set legal precedents and clarify the interpretation of laws.
(B) Provide entertaining stories about journalists.
(C) Are the only source of media law.
(D) Are always decided in favour of the media.

240. The concept of 'law' in a democratic society like India is best understood as:
(A) The arbitrary command of the ruler.
(B) A system of rules that a country recognizes as regulating the actions of its members.
(C) A set of optional guidelines for good behaviour.
(D) A collection of ancient customs and traditions.

241. A TV channel that repeatedly shows gory and disturbing images of an accident without any warning may be violating the:
(A) Official Secrets Act.
(B) Copyright Act.
(C) Press and Registration of Books Act.
(D) Programme Code of the Cable Television Network Rules.

242. The "adversarial role of the media" means that the media should position itself as a:
(A) Watchdog that holds power to account.
(B) Partner of the government in policy implementation.
(C) Opponent of the judiciary.
(D) Promoter of corporate interests.

243. The Ministry of Information and Broadcasting plays a role in the regulation of:
(A) Only print media.
(B) Only electronic media.
(C) Print, electronic media, films, and advertising.
(D) Only internet content.

244. A journalist's ethical obligation to be impartial and fair is most tested when reporting on:
(A) A highly polarized political conflict.
(B) A non-controversial community event.
(C) The weather forecast.
(D) A historical fact.

245. Consider the following regulatory frameworks or laws.
a. Information Technology Act, 2000
b. Indian Penal Code, 1860
c. Copyright Act, 1957
d. Cinematograph Act, 1952
e. The Constitution of India

Which of the above are applicable to the Internet in India?
(A) a only
(B) a and b only
(C) a, b, c, and e only
(D) d only

246. What is the fundamental right that is the basis for the Right to Information Act, 2005?

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invoked to prevent the publication of information that may be in the public interest. In contrast, the Press and Registration of Books (PRB) Act, 1867, serves a more administrative and regulatory function. It mandates the registration of all printing presses and newspapers with a designated authority. The Act requires every book or paper to print the name of the printer and publisher, and the place of printing and publication. This ensures accountability and maintains a public record of published materials. While the OSA acts as a restrictive law limiting access to and dissemination of information, the PRB Act is a procedural law aimed at establishing the identity and accountability of publishers and printers, thus representing two different facets of state-media relations.

Based on the above source, attempt the following five questions.

271. What is the principal objective of the Official Secrets Act, 1923?
(A) To mandate the registration of all printing presses.
(B) To regulate the working conditions of journalists.
(C) To protect national security by preventing unauthorized disclosure of information.
(D) To ensure publishers print their names on all publications.

272. How does the Press and Registration of Books Act, 1867, primarily function?
(A) As a national security law to prevent espionage.
(B) As a procedural law for accountability and registration of publications.
(C) As a censorship law to review content before publication.
(D) As a law to set wage standards for newspaper employees.

273. According to the passage, the Official Secrets Act, 1923, poses a significant challenge to which area of media practice?
(A) Advertising regulation.
(B) Film censorship.
(C) Broadcast licensing.
(D) Investigative journalism.

274. What is a key requirement under the Press and Registration of Books Act, 1867?
(A) Printing the names of the printer and publisher on the material.
(B) Obtaining prior government approval for all content.
(C) Keeping all government information secret.
(D) Submitting annual financial reports to the Press Council.

275. How does the passage contrast the Official Secrets Act and the Press and Registration of Books Act?
(A) One is a colonial-era law, while the other is a post-independence law.
(B) The OSA applies to digital media, while the PRB Act applies only to print.
(C) The OSA is a restrictive law for security, while the PRB Act is an administrative law for accountability.
(D) The OSA carries civil penalties, while the PRB Act carries criminal penalties.

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Direction : Please read the following source carefully.

Beyond the laws governing content and freedom of expression, Indian legislation also addresses the economic welfare and service conditions of media professionals, particularly in the newspaper industry. The Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955, is a landmark piece of social welfare legislation. Its primary objective is to regulate the conditions of service for working journalists and other employees in newspaper establishments. The Act covers crucial aspects such as hours of work, leave, gratuity, and retrenchment. A unique and significant feature institutionalized by this Act is the provision for the constitution of Wage Boards. These are statutory bodies appointed by the central government, tasked with the responsibility of fixing and revising the rates of wages for working journalists and non-journalist newspaper employees. A Wage Board typically consists of representatives from newspaper employers, employees, and independent members, including a chairperson who is often a retired or sitting judge of a High Court or the Supreme Court. The recommendations of the Wage Board, once accepted and notified by the government, become

a. Public order
b. Defamation
c. Contempt of court
d. Causing offense to a political leader
e. Publishing information embarrassing to the government

Which of the above are NOT considered 'reasonable restrictions' on the freedom of speech and expression under Article 19(2)?
(A) a, b, and c only
(B) d and e only
(C) a and c only
(D) All of the above

216. A primary purpose of film censorship under the Cinematograph Act, 1952, is to:
(A) Ensure films are profitable.
(B) Promote specific political ideologies.
(C) Ensure films are suitable for public exhibition based on age and sensitivity.
(D) Grade films based on their artistic quality.

217. The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, prohibits advertising of remedies for a list of specific ailments. The purpose is to:
(A) Encourage the practice of self-medication for serious medical diseases.
(B) Protect consumers from misleading and harmful health claims.
(C) Ensure that only expensive and branded drugs are advertised to the public.
(D) Promote traditional and unverified healers over modern scientific medicine.

218. The responsibility for adhering to the Programme Code under the Cable TV Act lies with the:
(A) Viewer
(B) Cable operator
(C) Channel manufacturer
(D) Government

219. The relevance of the Indian Constitution's historical evolution for media studies is that it shows:
(A) The debates and values that shaped fundamental rights like freedom of expression.
(B) The unchanging nature of Indian law.
(C) That media was not considered important by the framers.
(D) That India copied its constitution entirely from one country.

220. The penalty for publishing a newspaper without the required imprint line is specified under which Act?
(A) The Indian Penal Code
(B) The Press and Registration of Books Act, 1867
(C) The Working Journalists Act, 1955
(D) The Information Technology Act, 2000

221. A journalist publishing an opinion piece that is highly critical of a Supreme Court judgment after the case is closed is likely protected by the defence of:
(A) Absolute privilege
(B) Fair comment on a matter of public interest
(C) Official secrecy
(D) Contempt of court

222. Which of the following best exemplifies the media's role in protecting human rights?
(A) A TV channel running a sting operation to expose child labour in a factory.
(B) A newspaper refusing to publish letters to the editor.
(C) A magazine publishing celebrity gossip.
(D) An advertisement for a luxury car.

223. The phrase 'freedom of speech and expression' includes:
(A) Only spoken words.
(B) Only written articles.
(C) Freedom of the press and the right to circulate ideas.
(D) Only political speech during elections.

224. Given below are two statements regarding journalistic ethics.
Statement I: Ethics are personal and have no place in the professional field of journalism.
Statement II: Professional journalistic ethics provide a shared framework for making responsible decisions in the course of work.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

225. Consider the following laws and codes.

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(C) Section 124(A)
(D) Section 19(2)

282. What was a major criticism of the Hicklin test for determining obscenity?
(A) It was too lenient and permitted the circulation of harmful material.
(B) It allowed a work to be judged by its effect on the most susceptible person, based on isolated parts.
(C) It only applied to visual media and not written works.
(D) It required proof that the material had actually corrupted someone.

283. According to the Miller test, for a work to be considered obscene, it must be found to lack serious:
(A) commercial, entertainment, or popular value.
(B) literary, artistic, political, or scientific value.
(C) historical, cultural, or religious value.
(D) judicial, legislative, or executive approval.

284. What is the specific purpose of the Indecent Representation of Women (Prohibition) Act, 1986?
(A) To prohibit depictions of women that are indecent or denigrating.
(B) To replace the Hicklin test with the Miller test in Indian law.
(C) To regulate the wages of women working in the media industry.
(D) To censor all films before their public release.

285. How does the Miller test differ from the Hicklin test in its approach?
(A) The Miller test is based on the most susceptible minds, while the Hicklin test uses the "average person" standard.
(B) The Miller test is a British common law principle, while the Hicklin test originated in the US.
(C) The Miller test considers the work as a whole, whereas the Hicklin test could focus on isolated passages.
(D) The Miller test is used for criminal cases, while the Hicklin test is for civil cases.

Direction : Please read the following source carefully.

The legal landscape of information is characterized by a fundamental tension between access and protection. In India, this is exemplified by the juxtaposition of the Right to Information Act, 2005 (RTI Act) and the Copyright Act, 1957. The RTI Act empowers citizens by granting them the right to access information held by public authorities, promoting transparency and accountability in governance. It establishes a mechanism for citizens to request and receive information, making the government more answerable to the public it serves. This right is pivotal for journalists in their role as watchdogs of society. Conversely, the Copyright Act, 1957, along with the broader framework of Intellectual Property Rights (IPR), is designed to protect the rights of creators. Copyright grants the author or creator of an original literary, dramatic, musical, or artistic work an exclusive right to reproduce, distribute, and adapt their work for a limited period. This protection provides an economic incentive for creativity and innovation. While the RTI Act champions the public's right to know, the Copyright Act protects the creator's right to own and control their intellectual output. Navigating these two legal frameworks requires a careful understanding of their boundaries, such as the provisions for 'fair dealing' in the Copyright Act, which may permit limited use of copyrighted material for purposes like news reporting without infringing the creator's rights.

Based on the above source, attempt the following five questions.

NODIA

286. What is the primary objective of the Right to Information Act, 2005?
(A) To protect the intellectual property of authors and artists.
(B) To grant creators exclusive rights over their work.
(C) To regulate the content broadcast on cable television networks.
(D) To empower citizens to access information held by public authorities.

287. The Copyright Act, 1957, serves to protect whom?
(A) The public authorities holding government information.
(B) The citizens requesting information under

the government to maintain records of all active publications.

39. (C) To fix and revise the rates of wages for newspaper employees.
Wage Boards are established under the Working Journalists and other Newspaper Employees Act of 1955 to regulate the financial compensation of media professionals. Their primary purpose is to fix and periodically revise the wage rates for working journalists and non-journalist employees in the newspaper industry. These boards take into account various factors, such as the capacity of the industry to pay and the cost of living, ensuring fair and standardized wages across different newspaper establishments.

40. (C) Statements a, b, c, and d
The Cinematograph Act of 1952 provides the complete regulatory framework for films in India. It established the Central Board of Film Certification and mandated the pre-censorship of films before they are shown to the public. The Act also empowers the CBFC to require deletions or changes to a film and defines four certification categories: U, U/A, A, and S. Together, these provisions ensure that films adhere to specific standards of decency, public order, and national security.

41. (B) Any statement that brings harm to the reputation of a person.
Defamation is a legal concept that refers to any statement, written or spoken, that harms the reputation of an individual or entity. In India, it is both a civil wrong and a criminal offense. To constitute defamation, the statement must be false, published to a third party, and result in injury to the reputation of the subject. Accurate reports of judicial proceedings or fair criticisms of creative works are generally not considered defamatory under the law.

42. (A) It holds media accountable for publishing content that may promote feelings of enmity or ill-will against members of SC/STs.
The Scheduled Castes and Tribes (Prevention of Atrocities) Act of 1989 affects media content by criminalizing the dissemination of material that promotes hatred or ill-will toward these communities. Media professionals must ensure their reporting does not include insults or portrayals that could be seen as an atrocity under the law. This encourages a more responsible and sensitive approach to coverage involving caste issues, as the publication of offensive material can lead to serious legal consequences for those involved.

43. (D) Publishing an article that scandalizes the authority of the court.
Criminal contempt of court involves actions that go beyond simple disobedience of a court order. It includes publishing material that scandalizes the court, lowers its authority, or prejudices the outcome of a trial. For example, an article that makes unfounded allegations against a judge's integrity or interferes with the administration of justice is considered criminal contempt. This is distinct from civil contempt, which primarily concerns the wilful failure to follow specific directions or orders issued by the court.

44. (C) Statement I is true, but Statement II is false.
The Official Secrets Act was enacted in 1923 during the British colonial period to protect government secrets and prevent espionage. While Statement I correctly identifies its historical origin, Statement II is false. The primary objective of the Act is not transparency; instead, it is designed to maintain confidentiality and restrict the flow of sensitive information. Critics often argue that the Act's emphasis on secrecy is fundamentally at odds with modern democratic principles of transparency and public accountability.

45. (B) P-3, Q-1, R-4, S-2
The Indian Penal Code contains several sections that are vital for media law. Section 124(A) defines the offense of sedition, while Section 499 provides the legal definition of defamation. Section 500 specifies the punishment for those found guilty of defamation. Additionally, Section 292 deals with the sale and distribution of obscene books and materials. Understanding these specific sections is essential for journalists and publishers to navigate the legal boundaries of free speech and avoid criminal liability.

46. (A) Information, the disclosure of which would affect the sovereignty and integrity of India.
While the Right to Information Act of 2005 promotes transparency, Section 8 lists certain exemptions to protect vital national interests.

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294. The passage states that the CBFC can refuse certification to a film on grounds similar to what constitutional provision?
(A) The right to equality under Article 14.
(B) The reasonable restrictions on free speech under Article 19(2).
(C) The right to life and personal liberty under Article 21.
(D) The provisions for constituting Wage Boards.

295. What common theme connects the Cable Television Network Act, the Cinematograph Act, and the IT Act as discussed in the passage?
(A) They all focus exclusively on protecting intellectual property.
(B) They all establish a system of pre-publication censorship.
(C) They represent a sectoral approach to regulating different media platforms.
(D) They were all enacted to replace colonial-era laws.

Direction : Please read the following source carefully.

The governance of media in India extends beyond statutory laws to include a complex web of rules, regulations, and guidelines issued by various bodies. The Press Council of India (PCI), a statutory, quasi-judicial body established under the Press Council Act, is a key institution for print media. Its mandate is to preserve the freedom of the press and to maintain and improve the standards of newspapers and news agencies. The PCI has issued extensive guidelines on journalistic conduct, covering issues from the right to reply to pre-publication verification and reporting on sensitive matters. Similarly, the Ministry of Information and Broadcasting frequently issues rules and guidelines that govern electronic media. Beyond governmental and statutory bodies, professional organizations also contribute to this regulatory environment. These codes of conduct, while often not legally binding in the same way as a statute, form the basis of professional ethics. This entire framework supports the media's adversarial role—its function as a watchdog that holds power accountable. However, this role must be balanced with the responsibility to uphold human rights. The media's power to shape public opinion carries a profound duty to report accurately and sensitively, ensuring that in its adversarial pursuit, it does not violate the dignity and rights of individuals.

Based on the above source, attempt the following five questions.

296. What are the dual mandates of the Press Council of India (PCI) as mentioned in the passage?
(A) To censor films and regulate television advertisements.
(B) To issue broadcasting licenses and set wage standards.
(C) To prosecute journalists for sedition and defamation.
(D) To preserve press freedom and improve journalistic standards.

297. The guidelines issued by the Press Council of India are best described as:
(A) a framework for professional ethics and journalistic conduct.
(B) legally binding statutes with criminal penalties.
(C) rules exclusively for the registration of newspapers.
(D) regulations concerning the salaries of journalists.

298. What is meant by the "adversarial role of the media" as discussed in the passage?
(A) The media's role in creating conflict and controversy.
(B) The media's function as a watchdog holding power accountable.
(C) The media's opposition to all government policies.
(D) The media's competition with other news organizations.

299. The passage suggests that the media's adversarial role must be balanced with which other important responsibility?
(A) The responsibility to generate profit for its owners.
(B) The responsibility to uphold human rights.
(C) The responsibility to entertain the public.
(D) The responsibility to support government initiatives.

300. Besides the Press Council and the Information and Broadcasting Ministry, what other

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the RTI Act.
(C) The creators of original literary, artistic, and other works.
(D) The newspaper employees seeking fair wages.

288. The passage describes the relationship between the RTI Act and the Copyright Act as a "fundamental tension." What does this tension revolve around?
(A) The conflict between state security and freedom of expression.
(B) The promotion of transparency versus the protection of creative ownership.
(C) The rights of print media versus the rights of broadcast media.
(D) The regulation of domestic content versus foreign content.

289. The passage mentions that the Copyright Act allows for limited use of copyrighted material for news reporting under what provision?
(A) Intellectual Property Rights (IPR).
(B) Public authority disclosure.
(C) Information request mechanism.
(D) 'Fair dealing'.

290. How does the RTI Act specifically aid journalists?
(A) It serves as a tool to access government information for their watchdog role.
(B) It provides them with copyright protection for their articles.
(C) It gives them legal immunity from defamation lawsuits.
(D) It guarantees them a fixed wage from the government.

Direction : Please read the following source carefully.

The regulation of electronic media in India is multifaceted, with specific legislation targeting different platforms to address their unique challenges. For broadcasting, the Cable Television Network (Regulation) Act, 1995, was enacted to regulate the operation of cable television networks. It mandates the registration of cable operators and empowers the government to prescribe a program code and an advertising code, prohibiting the transmission of certain types of content. For cinema, the Cinematograph Act, 1952, establishes the framework for film censorship. It provides for the constitution of the Central Board of Film Certification (CBFC), which is responsible for examining and certifying films for public exhibition. The CBFC can demand modifications or refuse certification to films on grounds similar to the restrictions on free speech under Article 19(2). With the rise of the internet, the Information Technology Act, 2000, and related cyber laws came into being. While this Act's primary purpose is to provide legal recognition for electronic transactions and data, relevant sections also deal with objectionable online content, cybercrimes, and the liability of intermediaries. Each of these acts represents a sectoral approach to media regulation, addressing the specific technological and social impacts of cable television, film, and the internet, respectively.

Based on the above source, attempt the following five questions.

291. What is the primary purpose of the Cable Television Network (Regulation) Act, 1995?
(A) To certify films for public exhibition.
(B) To provide legal recognition for electronic transactions.
(C) To regulate the operation and content of cable TV networks.
(D) To protect intellectual property rights on the internet.

292. Which body is constituted under the Cinematograph Act, 1952, to handle film censorship?
(A) The Central Board of Film Certification (CBFC).
(B) The Press Council of India.
(C) The Telecom Regulatory Authority of India (TRAI).
(D) The Advertising Standards Council of India (ASCI).

293. The Information Technology Act, 2000, is described as primarily aiming to:
(A) regulate advertisements on television.
(B) mandate the registration of all websites operating in India.
(C) set wage boards for employees in the IT sector.
(D) provide a legal framework for electronic transactions and data.

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ANSWERS

1. (B) Laws are state-enforced binding rules, while ethics are moral principles guiding professional conduct.
Laws are binding rules enacted and enforced by the state to regulate conduct within a society, often carrying legal penalties for non-compliance. In contrast, ethics represent a system of moral principles and professional standards that guide the behavior of individuals or groups, such as journalists. While laws are mandatory and codified by legislatures, ethics are largely self-regulatory and focus on notions of integrity, fairness, and professional responsibility.

2. (A) The media's function as a watchdog, holding those in power, especially the government, accountable.
The adversarial role of the media refers to its function as an independent watchdog that scrutinizes and challenges those in power, particularly government institutions. This role is essential in a democracy for ensuring transparency and holding public officials accountable for their actions. Instead of acting as a mouthpiece for authority, media outlets investigate potential misconduct, policies, and systemic failures, providing the public with critical information to make informed decisions.

3. (C) Indian Council of Social Science Research (ICSSR)
The Indian Council of Social Science Research is a national body that promotes research in the social sciences and is not involved in media regulation. In contrast, the Press Council of India oversees the print media, the Advertising Standards Council of India self-regulates the advertising sector, and the Central Board of Film Certification regulates the exhibition of films. Regulatory bodies are specifically tasked with maintaining professional standards and content.

4. (D) Statement I is false, but Statement II is true.
Media ethics are not legally enforceable statutes created by Parliament; rather, they are voluntary guidelines or codes of conduct adopted by the profession. While laws carry legal penalties, ethics are upheld through professional peer pressure and self-regulation. The Press Council of India serves as a statutory body that recommends guidelines to maintain high standards in journalism, though it lacks the power to enforce them as criminal laws.

5. (A) P-3, Q-4, R-2, S-1
Legal frameworks in India target specific media functions. The Cinematograph Act of 1952 regulates film exhibition and censorship, while the Press and Registration of Books Act of 1867 requires declarations from newspaper printers. The Right to Information Act of 2005 ensures citizens can access data from public authorities. Finally, the Copyright Act of 1957 provides legal protection for original literary and artistic works, preventing unauthorized reproduction by external parties.

6. (B) Article 19(1)(a)
Article 19(1)(a) of the Indian Constitution guarantees all citizens the fundamental right to freedom of speech and expression. Although the term press is not explicitly mentioned in the text, the judiciary has consistently interpreted this article to include freedom of the press. This constitutional provision allows the media to disseminate information and opinions, serving as the bedrock for a free and independent press in a democratic society.

7. (D) Freedom of Speech and Expression
The freedom of speech and expression is the primary constitutional defence for journalists criticizing government policies. This right allows individuals and the media to express their views and highlight perceived failures in state planning without fear of immediate suppression. While not absolute, this freedom is vital for public discourse. Concepts like official secrets or parliamentary privilege do not generally apply when media outlets are providing legitimate critiques.

8. (A) Truth is not considered a valid defense in any defamation case.

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Under Indian law, defamation is defined in Section 499 of the Indian Penal Code and can be both a civil wrong and a criminal offense. It includes both written libel and spoken slander. Crucially, truth is a valid defense if the statement is true and made for the public good. Asserting that truth is never a defense is incorrect, as the law explicitly provides for this justification.

9. (C) United Kingdom
The concept of parliamentary privileges in India was significantly influenced by the constitutional framework of the United Kingdom. Specifically, the Indian Constitution initially provided that the powers, privileges, and immunities of each House of Parliament and its members would be the same as those of the British House of Commons. These privileges are designed to ensure that legislators can perform their duties effectively without fear of interference.

10. (D) A is false but R is true.
The Constitution of India does not guarantee an absolute or unrestricted right to freedom of speech and expression. While Article 19(1)(a) provides the right, Article 19(2) allows the state to impose reasonable restrictions. These restrictions are based on specific grounds such as national security, public order, and morality. Therefore, the assertion of an absolute right is legally incorrect, while the provision for restrictions is true.

11. (D) To maintain a register of all printing presses and publications while regulating their daily operation.
The Press and Registration of Books Act of 1867 is a colonial-era legislation designed to regulate the printing and publication of newspapers and books. Its primary purpose is to maintain a comprehensive register of all printing presses and published works in the country. This involves requiring publishers and printers to make official declarations before a magistrate, ensuring that the government has a record of those responsible for publications.

12. (B) Doctrine of Fair Dealing
The Doctrine of Fair Dealing is a legal exception under the Copyright Act of 1957 that allows the limited use of copyrighted material without permission from the owner. This includes using small excerpts for purposes such as criticism, review, news reporting, or private study. Using a brief clip from a film for a critical review falls under this exception, provided the use is fair and does not negatively impact the original work.

13. (C) The indecent representation of women through advertisements, publications, writings, or paintings.
The Indecent Representation of Women (Prohibition) Act of 1986 was enacted to prevent the objectification and derogatory portrayal of women in various media. It specifically prohibits the depiction of women in a manner that is indecent, derogatory, or likely to deprave or corrupt public morality. This law applies to advertisements, books, pamphlets, paintings, and other forms of visual representation, aiming to uphold the dignity of women in the public sphere.

14. (D) Bring or attempt to bring into hatred or contempt, or excite disaffection towards the Government.
Sedition, as defined under Section 124(A) of the Indian Penal Code, involves acts that bring or attempt to bring into hatred or contempt, or excite disaffection towards the government established by law. This can occur through spoken or written words, signs, or visible representation. The law targets expressions that threaten public order or the security of the state, though judicial interpretations have limited its application to acts involving incitement to violence.

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15. (A) II, IV, III, I
The chronological order of these legislative acts reflects India's legal history. The Press and Registration of Books Act was enacted in 1867. This was followed by the Cinematograph Act in 1952, which addressed the regulation of films. Much later, the Information Technology Act was passed in 2000 to manage digital communications. Finally, the Right to Information Act was enacted in 2005 to promote transparency and accountability within the functioning of public authorities.

16. (B) Libel is in a permanent form (e.g., written), while Slander is in a transient form (e.g., spoken).
Defamation is categorized into two forms based on the medium of communication. Libel refers to defamatory statements made in a permanent

form, such as written text, printed articles, or recorded images. Slander involves defamatory statements made in a transient or temporary form, primarily through spoken words or gestures. Both types harm an individual's reputation, but the distinction lies in the durability of the expression used to convey the harm.

17. (B) Contempt of Courts Act, 1971
The Contempt of Courts Act of 1971 provides the legal framework for punishing actions that interfere with the administration of justice. This includes scandalizing the court, lowering its authority, or publishing material that prejudices an ongoing fair trial. Media organizations must be cautious not to publish reports that might influence judicial proceedings or disrespect the dignity of the court system, as such acts can lead to prosecution under this specific legislation.

18. (A) Both Statement I and Statement II are true.
The Official Secrets Act of 1923 is a colonial-era law primarily intended to protect government confidentiality and prevent espionage. However, it has frequently been criticized by journalists and activists who argue that its broad provisions can be misused to suppress information that should be public. This creates a potential conflict with the media's duty to ensure transparency and accountability, as the law can hinder reporting on government functioning and potential misconduct.

19. (C) Whether it has the tendency to deprave and corrupt those whose minds are open to immoral influences.
The Hicklin Test is a nineteenth-century legal standard used to determine whether material is obscene. It focuses on whether the work has a tendency to deprave and corrupt individuals who are particularly susceptible to immoral influences. This test evaluates the impact of isolated passages on the most vulnerable members of society rather than judging the work as a whole. While historically significant in India, it has been largely superseded by more modern legal standards.

20. (A) a and b only
The Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act of 1955 defines the term working journalist and regulates their employment conditions. It also provides for the establishment of Wage Boards to determine salaries and other financial benefits for newspaper employees. The Act does not apply exclusively to electronic media, nor is its primary concern the censorship of content; instead, it focuses on protecting the labor rights of media professionals.

21. (C) Central Board of Film Certification (CBFC)
The Central Board of Film Certification is the statutory body responsible for certifying films for public exhibition in India under the Cinematograph Act of 1952. Its primary role is to review films and assign appropriate ratings based on their content and suitability for different age groups. All films intended for theatrical release or television broadcast must obtain a certificate from the board to ensure they comply with established guidelines regarding decency and public order.

22. (B) It allows Parliament to punish journalists for breach of privilege, such as misrepresenting proceedings.
Parliamentary privileges grant the legislature and its members certain rights and immunities necessary for their functioning. For the media, this means that while they can report on parliamentary proceedings, they must ensure accuracy and fairness. Misrepresenting what happens in the House or publishing expunged portions can be considered a breach of privilege. In such cases, Parliament has the power to summon and punish individuals, including journalists, for undermining the dignity and authority of the legislative body.

23. (D) IPC Sections 292-294
The Indian Penal Code addresses the issue of obscenity through Sections 292 to 294. These provisions criminalize the sale, distribution, publication, or exhibition of obscene material, including books, pamphlets, and drawings. The law also punishes obscene acts and songs in public places. These sections aim to uphold public decency and morality by restricting the dissemination of material that is considered lascivious or appeals to prurient interests, forming the legal basis for obscenity cases in India.

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entities contribute to the media's regulatory environment?

(A) Professional organisations through their codes of conduct.

(B) Foreign governments and international courts.

(C) Political parties and their spokespersons.

(D) Public relations firms and advertising agencies.

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their networks with the relevant authority. It also mandates that they follow specific programme and advertisement codes prescribed by the government. These codes set standards for content to ensure it does not violate decency, public order, or security. The Act provides a regulatory framework to oversee the expanding cable industry and ensure that transmitted content adheres to national legal and ethical standards.

32. (B) Electronic governance, e-commerce, and cybercrimes.
The Information Technology Act of 2000 is India's primary legislation governing the digital sphere. It provides a legal framework for electronic governance by recognizing electronic records and digital signatures. The Act also facilitates e-commerce by providing legal sanctity to online transactions. Furthermore, it defines and prescribes punishments for various cybercrimes, such as hacking, data theft, and the publication of obscene material online. It is the foundation for all cyber laws in the country today.

33. (C) Statement I is true, but Statement II is false.
Contempt of court is legally classified into two categories: civil contempt and criminal contempt. Civil contempt involves the wilful disobedience of a court order or judgment. Criminal contempt includes acts like scandalizing the court or interfering with the administration of justice. Publishing an article that prejudices a fair trial is considered criminal contempt, not civil, because it undermines the judicial process. Thus, while the classification is correct, the specific example provided for civil contempt is inaccurate.

34. (B) Appeal to the first appellate authority within the same public authority.
The Right to Information Act of 2005 provides a structured process for addressing the denial of information. If a Public Information Officer refuses a request, the applicant's immediate next step is to file an appeal with the first appellate authority, who is an officer senior to the PIO within the same public authority. This internal appeal process must be exhausted before the applicant can approach the Information Commission or seek other legal remedies in court.

35. (A) a, b, and c only
Intellectual Property Rights are legal protections for the creations of the human mind. The main forms of IPR include copyright for literary and artistic works, patents for technical inventions, and trademarks for brand identities and symbols. While the right to public assembly and the right to information are significant constitutional or legal rights, they do not constitute intellectual property. IPR specifically focuses on protecting intangible assets that result from creative or innovative intellectual labor.

36. (D) The work, taken as a whole, must lack serious literary, artistic, political, or scientific value.
The Miller Test is a modern legal standard used to determine whether material is obscene. One of its key components is that the work, taken as a whole, must lack serious literary, artistic, political, or scientific value. This standard ensures that works with genuine merit are not suppressed. The test also considers whether an average person applying contemporary community standards would find that the work appeals to prurient interests and describes sexual conduct in a patently offensive way.

37. (C) Self-regulatory voluntary organization of the advertising industry.
The Advertising Standards Council of India is a self-regulatory, non-profit company founded by professionals from the advertising industry. It is not a government agency or a statutory body. Its primary purpose is to ensure that advertisements in India are truthful, decent, and fair to competitors. ASCI maintains a code of self-regulation and investigates complaints from the public regarding misleading or offensive advertisements. While its decisions are often followed, they are voluntary rather than legally binding.

38. (C) The name of the printer, publisher, and place of publication.
Under the Press and Registration of Books Act of 1867, every newspaper and book printed in India must contain an imprint line. This line is mandatory and must clearly state the name of the printer, the name of the publisher, and the specific place where the publication was printed. This requirement ensures accountability by identifying those responsible for the production and distribution of printed material, allowing

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24. (A) To promote transparency and accountability in the working of every public authority.
The Right to Information Act of 2005 is built on the principle that citizens in a democracy have the right to know how their government functions. Its fundamental purpose is to ensure transparency and accountability within public authorities by providing a legal mechanism for citizens to request and obtain information. This act empowers the public, including journalists, to scrutinize government decisions, expenditures, and policies, thereby strengthening democratic participation and reducing the likelihood of corruption.

25. (B) P-3, Q-4, R-1, S-2
Legal doctrines and tests apply to specific areas of media and constitutional law. The Miller Test is a standard for determining obscenity, while Fair Dealing is a crucial exception in copyright law. Reasonable Restrictions are the specific grounds listed in Article 19(2) for limiting freedom of speech. Breach of Privilege concerns the rules and immunities surrounding parliamentary reporting. Understanding these connections is essential for navigating the complex legal landscape governing media operations and expression.

26. (A) Criticism of government policy
Article 19(2) of the Indian Constitution specifies the grounds on which the state can impose reasonable restrictions on the freedom of speech and expression. These grounds include the security of the state, public order, decency or morality, and contempt of court. However, criticizing government policy is not a valid ground for restriction. In a democracy, the right to dissent and critique the government is considered an essential part of the freedom of expression.

27. (D) It criminalizes the publication or dissemination of any material that promotes enmity or hatred against SC/ST members.
The Scheduled Castes and Tribes (Prevention of Atrocities) Act of 1989 is relevant to media professionals as it prohibits actions that humiliate or promote ill-will toward members of these communities. Specifically, it criminalizes the publication or dissemination of material that incites hatred or enmity against SC/ST individuals. Journalists must exercise care and sensitivity when reporting on caste-related issues to ensure their content does not violate the law by perpetuating stereotypes or inciting social conflict.

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28. (B) The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
The Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954 was enacted to control the advertisement of certain drugs and prohibit claims of magical cures. It targets advertisements that make false or unsubstantiated claims about a product's ability to diagnose, cure, or prevent serious illnesses. Television channels and other media outlets must ensure that health-related advertisements comply with this act to prevent consumers from being misled by dangerous or fraudulent claims regarding medical treatments.

29. (C) The exclusive right granted to the creator of a literary work.
Intellectual Property Rights refer to the legal protections granted to creators for their original inventions, artistic works, and designs. A primary example of an IPR is copyright, which gives the creator of a literary or artistic work the exclusive right to use, reproduce, and distribute their creation. This right ensures that creators can benefit from their labor and prevents others from using their work without permission. IPR differs from physical property rights or general civil liberties.

30. (D) A is false but R is true.
The Press Council of India is a statutory body established to maintain and improve the standards of newspapers and news agencies. While it acts as a watchdog for media ethics, it does not have the power to imprison journalists. Its primary authority is to inquire into complaints and censure, warn, or admonish newspapers and journalists for professional misconduct. Therefore, the claim of its power to imprison is false, although its role in censuring unethical conduct is true.

31. (C) Register their network with the prescribed authority and adhere to the programme and advertisement codes.
The Cable Television Network (Regulation) Act of 1995 requires all cable operators to register

Information that could harm the sovereignty, integrity, security, or strategic interests of the state is generally exempt from disclosure. Other exemptions include information that would cause a breach of parliamentary privilege or affect relations with foreign states. Details regarding government expenditure or welfare beneficiaries are typically not exempt, as they are essential for ensuring public accountability.

47. (B) Judicial interpretation that it is an implicit part of 'freedom of speech and expression'.
The freedom of the press is not explicitly mentioned as a separate right in the Indian Constitution. Instead, its legal validity is derived from judicial interpretations of Article 19(1)(a), which guarantees the freedom of speech and expression to all citizens. The Supreme Court has repeatedly held in various landmark cases that the press is an essential medium for the exercise of this right, and therefore, it enjoys the same constitutional protections as any individual's free speech.

48. (A) The Programme and Advertising Codes
Under the Cable Television Network (Regulation) Act of 1995, all television networks are required to comply with the Programme and Advertising Codes. These codes provide specific guidelines on what content is permissible for broadcast, focusing on maintaining public order, decency, and national security. The Programme Code prohibits content that offends good taste or decency, while the Advertising Code ensures that commercials are truthful and not misleading. Adhering to these codes is a mandatory requirement for all cable service providers.

49. (A) Objectivity
Objectivity is a fundamental ethical principle in journalism that requires reporters to present news facts accurately and without personal bias. This means providing a balanced view of events, allowing different perspectives to be heard, and avoiding the insertion of the journalist's own opinions into factual reports. While complete objectivity can be difficult to achieve, it remains a core professional standard that distinguishes responsible journalism from advocacy or sensationalism, ensuring the public receives reliable and trustworthy information.

50. (D) A is false but R is true.
The Copyright Act of 1957 does not grant exclusive rights for an unlimited period. Instead, copyright protection is granted for a specific duration, typically the life of the author plus sixty years for literary and artistic works. After this period expires, the work enters the public domain, meaning it can be used by anyone without permission. This limited term is designed to balance the interests of creators with the public's right to access and build upon creative works.

51. (D) It formulates policies and administers rules and regulations for broadcasting, films, and the press.
The Ministry of Information and Broadcasting is the apex government body responsible for formulating and administering rules, regulations, and laws related to the media sector in India. Its role includes overseeing public service broadcasting through Prasar Bharati, certifying films through the CBFC, and managing government communication. While it sets broad policies and manages regulatory frameworks, it does not act as a daily censor for newspapers or directly control the specific programming of every private television channel.

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52. (C) Advertisements, publications, writings, paintings, figures or any other manner of representation.
The Indecent Representation of Women (Prohibition) Act of 1986 has a broad scope and applies to various forms of media and communication. It prohibits the indecent portrayal of women not only in advertisements but also in books, pamphlets, writings, paintings, and any other visual representation. This comprehensive approach is designed to prevent the exploitation of the female form across all public platforms, ensuring that media content adheres to standards of dignity and respect for women in society.

53. (B) The defence of qualified privilege.
A journalist who publishes a true and fair report of the proceedings of a State Legislature can claim the defence of qualified privilege against a defamation suit. This legal principle protects the reporting of official proceedings that are of public interest, provided the report is accurate and made without malice. Qualified privilege acknowledges

right to freedom of speech and expression to all citizens. The judiciary has interpreted this right to include the press, allowing it to function as an independent source of information and opinion. This constitutional guarantee is the bedrock of media freedom, enabling journalists to report and critique without arbitrary state interference.

69. (C) Anglo-Saxon common law tradition
The modern legal system in India, including the concept of codified laws enforced by governmental institutions, is largely derived from the Anglo-Saxon common law tradition. This tradition was introduced during the British colonial period and has been integrated into the Indian legal framework. It emphasizes the importance of statutes, judicial precedents, and the rule of law. While India has its own unique constitutional and indigenous legal elements, the structural foundation of its laws and judicial procedures remains rooted in this historical tradition.

70. (D) A is false but R is true.
Publishing a fair and accurate report of a court's proceedings is not considered contempt of court. In fact, the Contempt of Courts Act of 1971 explicitly provides an exception for such reporting, acknowledging the public's right to know about judicial activities. This protection ensures that the media can inform the public about the legal process without fear of prosecution, provided their reports are honest and balanced. Therefore, the assertion is false, but the reason explaining the legal exception is true.

71. (B) The Working Journalists Act, 1955
The Working Journalists and other Newspaper Employees Act of 1955 provides the legal definition for those who qualify as working journalists. This definition can include not only full-time employees but also individuals whose principal avocation is that of a journalist and who are employed as such in, or in relation to, any newspaper establishment. This Act is the relevant legislation for determining the rights and service conditions of journalists, including those who may work on a regular contractual or payment-per-article basis.

72. (A) The proceedings are not open to the public or the media.
When a court proceeding is held in camera, it means it is conducted in private, and members of the public and the media are excluded from the courtroom. This usually happens in cases involving sensitive matters, such as family disputes or sexual assault, where the privacy of the parties is of paramount importance. In such situations, the media is prohibited from reporting on the details of the proceedings to protect the dignity and safety of those involved in the legal case.

73. (D) Creations of the mind, such as inventions, literary and artistic works, designs, and symbols.
Intellectual Property refers to the intangible creations of the human mind that are protected by law. This broad category includes inventions, literary and artistic works, designs, symbols, and names used in commerce. Examples of legal protections for intellectual property include patents, copyrights, and trademarks. These rights allow creators to control and benefit from their intellectual labor, encouraging innovation and creativity by preventing others from using their original ideas and expressions without permission or appropriate compensation.

74. (D) Criminal Contempt
Criminal contempt of court refers to any act that scandalizes or lowers the authority of the judiciary. This includes publishing material that brings the entire judicial system into disrepute or interferes with the administration of justice. Unlike civil contempt, which involves disobeying a specific court order, criminal contempt focuses on actions that undermine the public's confidence in the courts. Media houses must avoid publishing scandalous or unfounded allegations against the judiciary, as such acts are punishable under the Contempt of Courts Act.

75. (A) a, b, and d only
The Information Technology Act of 2000 provides the legal framework for various digital and electronic activities. It includes provisions for the legal recognition of electronic records and digital signatures, punishments for cyber-terrorism, and an adjudication mechanism for disputes related to electronic transactions. However, it does not cover the regulation of printing presses or the fixing of wages for journalists, as these are

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Under Indian law, obscenity is primarily concerned with material that is considered lascivious or appeals to prurient interests. This means content that is sexually explicit or intended to excite lustful thoughts. The legal definition is not about political dissent or factual reporting of violence. Instead, it focuses on whether the work has a tendency to deprave or corrupt the minds of those who see or read it, based on prevailing standards of public decency and morality.

62. (B) Information Technology Act, 2000
In India, the term cyber laws refers to the legal provisions and regulations contained within the Information Technology Act of 2000 and its subsequent amendments. This Act provides the legal framework for all activities carried out in the digital and online space, including e-commerce, digital signatures, and cybercrimes like hacking and data theft. While other laws like the IPC may also apply to certain digital offenses, the IT Act is the primary legislation dedicated to governing the digital landscape.

63. (C) Advertising Standards Council of India (ASCI)
The Advertising Standards Council of India is the self-regulatory body responsible for maintaining ethical standards in the advertising industry. Its code requires that all claims made in advertisements be truthful and scientifically substantiated. An advertisement for a skin cream that makes unproven claims about changing skin color would likely violate the ASCI code regarding honesty and truthfulness. Consumers and competitors can file complaints with ASCI, which then reviews the advertisement and can request its withdrawal if found to be misleading.

64. (D) Statement I is false, but Statement II is true.
The adversarial role of the media is not explicitly mentioned as a specific right or article in the Indian Constitution. Instead, it is a functional concept derived from the media's duty to act as a watchdog in a democracy. This role is supported by the general fundamental right to freedom of speech and expression guaranteed under Article 19(1)(a). While the Constitution provides the legal foundation for free speech, the specific adversarial function is part of the professional and democratic responsibility of the press.

65. (B) P-3, Q-1, R-4, S-2
Different regulatory bodies in India oversee various sectors of the media. The Central Board of Film Certification is responsible for films, while the Press Council of India governs the print media. The Advertising Standards Council of India handles self-regulation within the advertising industry. Finally, the Broadcasting Content Complaints Council is the independent self-regulatory body for non-news television content. Understanding these different jurisdictions is crucial for identifying which body is responsible for addressing specific content-related issues or complaints in each media sector.

66. (B) The public interest in disclosure outweighs the harm to the third party.
Under the Right to Information Act of 2005, personal information about a third party is generally protected from disclosure. However, Section 8(1)(j) provides an exception: the Public Information Officer can disclose such information if they are satisfied that the larger public interest justifies the disclosure. This requires a balancing act where the benefits of transparency for the public must outweigh the potential harm or invasion of privacy to the individual whose information is being requested by the applicant.

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67. (D) Control the advertising of certain drugs and to prohibit advertisements for remedies alleged to possess magic qualities.
The Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954 was enacted to protect the public from fraudulent health claims. Its primary purpose is to control the advertisement of specific drugs and to prohibit any advertisements for remedies that claim to possess magical powers for curing diseases. This law aims to prevent people from relying on unscientific and potentially dangerous treatments for serious illnesses, ensuring that health-related information provided in advertisements is based on verified medical science and facts.

68. (A) Guarantees the fundamental right to freedom of speech, which is the bedrock of press freedom.
The Constitution of India is relevant to the media because it provides the legal foundation for the freedom of the press. Through Article 19(1)(a), the Constitution guarantees the fundamental

critical area of law for the media and innovation industries.

98. (C) The principle of protecting the identity of victims of sexual assault.
While there are laws regarding the identity of sexual assault victims, the overarching principle is fundamentally an ethical guideline for media professionals. It is rooted in the ethical responsibility to protect the privacy and dignity of vulnerable individuals and prevent further trauma. In contrast, requirements like printing an imprint line, following film certification rules, or registering a cable network are specific legal mandates with defined penalties for non-compliance. Ethical guidelines focus on moral responsibility, while legal regulations are enforced by state authority.

99. (B) News Broadcasting Standards Authority (NBSA) / News Broadcasters & Digital Association (NBDA)
The News Broadcasting Standards Authority is an independent body set up by the News Broadcasters Association to self-regulate news channels. It is the relevant organization for addressing complaints about biased reporting, lack of objectivity, or the practice of media trials in television news. The NBSA issues guidelines on ethical journalism and has the authority to adjudicate disputes and issue warnings or fines to member channels that violate these standards, ensuring that news broadcasting maintains professional integrity and fairness.

100. (A) a and b only
The Official Secrets Act of 1923 was enacted during the British era primarily to counter espionage and protect state secrets. In modern India, it is frequently seen as being in potential conflict with the Right to Information Act of 2005, as the older law emphasizes secrecy while the newer one promotes transparency. The Act applies to all individuals, not just the military, and it has not been repealed by the RTI Act. Instead, both laws coexist, often creating legal debates regarding information disclosure.

101. (B) To regulate the conditions of service of employees in newspaper establishments.
The primary objective of the Working Journalists and other Newspaper Employees Act of 1955 is to safeguard the interests of those working in the newspaper industry. It provides a legal framework for regulating essential service conditions, such as hours of work, leave entitlements, and payment of gratuity. By defining the rights and protections of media professionals, the Act aims to ensure fair treatment and stability within the profession, rather than focusing on content censorship or the establishment of government news agencies.

102. (C) A standard that evolves with society and is interpreted by the judiciary.
In the Indian Constitution, the concepts of decency or morality are used as grounds for reasonable restrictions on free speech, but they are not defined with absolute precision. Instead, these standards are seen as evolving alongside social changes and cultural shifts. It is the role of the judiciary to interpret what constitutes decency or morality in a given contemporary context. This flexible approach allows the law to reflect the modern sensibilities of society while balancing individual expression with public moral standards.

103. (A) The Central or State Information Commission
The Right to Information Act of 2005 establishes a multi-tier appeal process to ensure citizens can obtain information. If a citizen's request is rejected by the Public Information Officer and their subsequent appeal to the first appellate authority is also dismissed, the next level of appeal is to the Central Information Commission or the relevant State Information Commission. These independent bodies act as the final appellate authorities under the Act, having the power to order the disclosure of information and penalize officials.

104. (A) a, b, and e only
The Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954 prohibits the advertisement of certain drugs and treatments for specific serious diseases like cancer, as well as remedies for menstrual disorders. It also bans advertisements for magic remedies, such as talismans or charms, that claim to influence health or cure ailments. However, publishing scientific papers in medical journals or advertising government-approved vaccination programs is not prohibited, as these activities are

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governed by the Press and Registration of Books Act and the Working Journalists Act, respectively.

76. (B) Paying sources for their stories.
Checkbook journalism is an ethical issue that refers to the practice of paying sources or individuals for exclusive news stories or interviews. This practice is widely criticized within the profession because it can compromise the authenticity and reliability of information. When money is involved, sources may be tempted to exaggerate or fabricate details to increase the value of their story. Ethical journalism emphasizes that news should be obtained through professional investigation and and should not be treated as a commercial commodity.

77. (D) Name of the editor
The Press and Registration of Books Act of 1867 specifies the required components of an imprint line to ensure accountability in publication. Every printed newspaper or book must clearly state the name of the printer, the name of the publisher, and the place where it was printed and published. While the name of the editor is often included in the masthead or other sections of a newspaper, it is not a mandatory requirement for the legally required imprint line as specified under this Act.

78. (B) Available only to citizens of India.
The fundamental right to freedom of speech and expression, guaranteed under Article 19(1)(a) of the Indian Constitution, is available only to citizens of India. Unlike certain other fundamental rights, such as the right to life or equality before the law, which apply to all persons including foreign nationals, Article 19 specifically uses the word citizens. This means that while foreigners enjoy many legal protections in India, they do not have the same constitutional guarantee of free speech as Indian citizens.

79. (D) The Hicklin Test focuses on the effect on the most susceptible person, while the Miller Test applies contemporary community standards.
The Hicklin Test and the Miller Test represent different legal approaches to determining obscenity. The older Hicklin Test focuses on whether material has a tendency to deprave or corrupt the most susceptible members of society, such as children. In contrast, the Miller Test, developed later, requires that the work be judged as a whole by an average person applying contemporary community standards. This modern approach takes into account the artistic or scientific value of the work and the evolving norms of society.

80. (A) a, b, and d only
The Press Council of India is tasked with several important functions to ensure a free and responsible press. These include helping newspapers maintain their independence, building a code of conduct for journalists, and reviewing any foreign assistance received by publications. However, the Council is a quasi-judicial body and does not have the power to sentence journalists to imprisonment. Its authority is limited to censuring or admonishing those found guilty of professional misconduct or ethical violations, rather than imposing criminal penalties.

81. (C) Unrestricted public exhibition, but with a word of caution for parents for children below 12 years.
A 'U/A' certificate awarded by the Central Board of Film Certification signifies that a film is suitable for unrestricted public exhibition. However, it includes a word of caution that parental guidance is recommended for children below the age of twelve. This rating indicates that while the film is generally appropriate for a wide audience, it may contain certain themes or scenes that parents should review before allowing younger children to watch, ensuring a balance between creative freedom and child protection.

82. (C) Statement I is true, but Statement II is false.
Libel is defined as a published false statement that is damaging to an individual's reputation. This applies not only to factual reporting but also to fictional works if a character can be clearly identified as a real person and the portrayal is defamatory. Simply placing a defamatory statement within a fictional context does not automatically protect the creator from a libel suit. Therefore, while the definition of libel in Statement I is correct, the claim in Statement II about fictional characters is legally inaccurate.

83. (C) Any individual, including journalists and members of the public.

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Parliamentary privileges grant the legislature the power to maintain its dignity and authority. This includes the right to punish any individual, whether they are a member of the House, a journalist, or a member of the general public, for a breach of privilege or contempt of the House. For example, if a journalist publishes a distorted report of parliamentary proceedings or an expunged speech, they can be summoned and punished by the Parliament for violating its collective privileges.

84. (B) Comparative approach to understand different legal systems and ethical standards.
A comparative study of media laws and ethics involves analyzing the similarities and differences between the legal systems of various countries. This approach helps media professionals and scholars understand how different societies balance freedom of expression with other interests like privacy and public order. It does not imply the superiority of one system over another but encourages a broader perspective on global standards and the evolution of media regulations. This is increasingly important in a world where media content often crosses international borders.

85. (A) P-4, Q-3, R-2, S-1
Various legal concepts and roles are directly linked to specific Indian acts. Wage Boards are established under the Working Journalists Act of 1955 to determine salaries. The Public Information Officer is a key role created by the Right to Information Act of 2005. The Programme Code is a set of guidelines under the Cable Television Network (Regulation) Act of 1995. Finally, the offense of sedition is defined under Section 124(A) of the Indian Penal Code. Understanding these relationships is fundamental to media law.

86. (B) Fair comment.
Fair comment is a legal defence against defamation that protects expressions of opinion on matters of public interest. This includes caricatures, cartoons, and critical reviews, provided they are based on facts and are not made with malicious intent. A cartoonist who draws a caricature of a politician's public actions is typically protected under this principle. In a democracy, the right to critique public figures through satire and opinion is considered vital for public discourse and is generally not seen as a violation of law.

87. (B) 30 days
The Right to Information Act of 2005 prescribes a specific timeframe for providing information to citizens. In a normal case, the Public Information Officer must respond to a request within thirty days of receiving it. If the information requested concerns the life or liberty of a person, the PIO must provide it within a much shorter period of forty-eight hours. These time limits are designed to ensure that the public can access information in a timely and efficient manner, promoting government accountability.

88. (C) The restrictions must have a rational connection with the objective and must not be excessive.
The phrase reasonable restrictions in Article 19(2) of the Indian Constitution implies that any limitation imposed by the state on freedom of speech must be justifiable. This means the restrictions must have a direct and rational connection to the specific grounds mentioned in the Constitution, such as public order or national security. Furthermore, the restrictions should not be arbitrary or excessive; they must be the least intrusive means necessary to achieve the objective, as determined by judicial review.

89. (C) Creation and expression in a tangible form.
Under the Copyright Act of 1957, copyright protection is automatically granted to an original work the moment it is created and expressed in a tangible form. This means that as soon as a writer writes a story, a photographer takes a photo, or a musician records a song, they hold the copyright to that work. While registration with the Copyright Office provides useful evidence of ownership in legal disputes, it is not a mandatory requirement for the right to exist or be enforced.

90. (D) A is false but R is true.
The Information Technology Act of 2000 is not applicable to content published in traditional printed newspapers. Instead, it is specifically designed to govern electronic records, data, and communications carried out through computer systems and digital networks. Printed media continues to be regulated by other laws, such as the Press and Registration of Books Act.

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Therefore, while the assertion about the IT Act's application to print is false, the reason correctly identifying its focus on electronic and digital communication is true.

91. (A) The public's right to know and the potential for causing further harm to victims.
One of the most common ethical conflicts in journalism is the tension between the public's right to information and the need to protect the privacy and safety of individuals, especially victims. While reporting on a tragedy or crime is essential for informing the public, disclosing certain details or identities can cause further harm and trauma to those involved. Ethical journalists must carefully weigh these competing interests, striving to provide necessary information while minimizing potential damage and respecting the dignity of victims.

92. (C) Spying and wrongful communication of secret information that can harm the state.
The Official Secrets Act of 1923 is primarily aimed at protecting national security by criminalizing acts of espionage and the unauthorized communication of classified information. It targets the sharing of secrets related to defense and state security that could potentially harm the country's interests if they fall into the wrong hands. While it does not criminalize fair criticism of government policies, the Act's broad provisions have often been a subject of debate regarding their impact on transparency and the media's role in a democracy.

93. (C) It is a statutory, quasi-judicial body set up by an Act of Parliament.
The Press Council of India is an independent, statutory, and quasi-judicial body established under the Press Council Act. Its primary mandate is to preserve the freedom of the press and maintain the standards of newspapers and news agencies in India. As a quasi-judicial body, it has the authority to inquire into complaints and censure or admonish newspapers and journalists for ethical violations. It is not a government department, a private club, or a trade union, but a specialized regulatory watchdog.

94. (B) The ASCI code for advertising.
The Advertising Standards Council of India maintains a code of self-regulation that includes guidelines on safety and the protection of children. An advertisement showing a child performing a dangerous stunt would likely be considered a violation of this code, as it could encourage unsafe behavior. ASCI's role is to ensure that advertisements are socially responsible and do not promote harmful practices. Complaints about such commercials can be filed with ASCI, which can then direct the advertiser to modify or withdraw the problematic content.

95. (B) III, II, I, IV
The sequence of events leading to modern Indian governance began with the formation of the Constituent Assembly in 1946. After extensive debates, the Assembly adopted the Constitution on November 26, 1949. The document then officially came into force on January 26, 1950, establishing India as a republic. Following this, the first general elections under the new constitutional framework were held between late 1951 and early 1952. This chronological order marks the fundamental transition from colonial rule to a democratic nation.

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96. (B) The imputation would harm the reputation of that person if living, and is intended to be hurtful to the feelings of their family.
Under Section 499 of the Indian Penal Code, defamation can extend beyond living individuals. Making a false and harmful statement about a deceased person can be considered defamation if the imputation would have damaged their reputation while they were alive and if it is intended to hurt the feelings of their surviving family members. This legal provision ensures that the reputation of the deceased is protected from malicious attacks that could cause distress and suffering to their close relatives.

97. (C) A broad range of intangible creations, including copyrights, patents, and trademarks.
Intellectual Property Rights is a comprehensive term that covers various forms of intangible assets created through intellectual effort. This includes copyright for creative works like books and music, patents for new inventions and technologies, and trademarks for brand names and logos. These rights provide legal protection to the creators, allowing them to control how their intellectual property is used and ensuring they can benefit from its commercial value. IPR is a

the importance of informing the public about the actions of their elected representatives, even if the statements made within the legislature might otherwise be considered defamatory.

54. (C) Act as a platform for raising awareness and exposing violations of human rights.
The relationship between human rights and the media implies that journalists have a responsibility to use their platform to protect and promote these rights. This involves raising public awareness about human rights issues, giving a voice to the marginalized, and exposing violations committed by state or private actors. By acting as a watchdog and providing a forum for dissent and discussion, the media plays a crucial role in ensuring that human rights are respected and upheld in a democratic society.

55. (A) II, III, I, IV
These legal tests and principles emerged at different stages of history. The Hicklin Test for obscenity originated in the mid-nineteenth century, while the Doctrine of Fair Dealing became prominent in copyright law in the early twentieth century. The Miller Test for obscenity was developed by the US Supreme Court in 1973. The recognition of the Right to Information as a fundamental right through judicial interpretation and subsequent legislation in India is a much more recent development in the twenty-first century.

56. (B) It is headed by a retired Supreme Court judge.
The Press Council of India is a statutory, quasi-judicial body established to preserve the freedom of the press and maintain journalistic standards. It is traditionally headed by a retired judge of the Supreme Court of India. While the council can warn or censure newspapers for professional misconduct, its decisions are not legally binding in the same way as a court of law, and it cannot sentence journalists to imprisonment. Therefore, the statement about its chair's qualification is actually a correct fact.

57. (D) Information Technology Act, 2000
The Information Technology Act of 2000 contains provisions that govern content published online. While some controversial sections have been struck down by the courts, the Act remains the primary legal framework for addressing offenses committed through digital platforms, including blogs and social media. Provisions regarding the publication of offensive or annoying material are found within this Act, making it the relevant legislation for legal actions against bloggers or other internet users for their online content and communications.

58. (B) Restricted to members of a particular profession, such as doctors or scientists.
The 'S' certificate awarded by the Central Board of Film Certification is a specialized category for films that are not intended for the general public. These films are restricted to exhibition for specific classes of persons or members of a particular profession, such as medical professionals or scientific researchers. This certification is used for content that has specialized educational or professional value but may not be suitable or relevant for exhibition to a broad audience in public cinemas.

59. (C) November 26, 1949
The historical process of framing the Indian Constitution concluded on November 26, 1949, when the Constituent Assembly officially adopted the document. While the Constitution came into full effect on January 26, 1950, which is celebrated as Republic Day, the date of its adoption is significant as it marked the completion of the drafting process led by B.R. Ambedkar and other members. This event established the foundational legal and political framework for independent India, including its guarantees of fundamental rights.

60. (C) a, b, and c only
Article 19(2) of the Indian Constitution lists specific grounds on which the state can impose reasonable restrictions on the freedom of speech. These include the sovereignty and integrity of India, friendly relations with foreign states, and incitement to an offense. However, expressing an unpopular political opinion is not a valid ground for restriction. In a democratic system, the right to voice dissenting or unpopular views is protected, provided they do not violate the specific grounds mentioned in the Constitution.

61. (B) Material that is lascivious or appeals to the prurient interest.

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considered legitimate communication for public health and scientific progress.

105. (B) P-3, Q-4, R-1, S-2
Media law involves several distinct terms and concepts. Libel refers to defamatory statements in a permanent form, while slander applies to those in a transient or spoken form. Sedition is defined as acts or speech that excite disaffection or hatred against the government. Copyright provides creators with exclusive rights over their original works. Mastering these definitions is essential for media professionals to understand their legal rights and the potential liabilities associated with different forms of expression and publication in various media formats.

106. (C) The restrictions on free speech are explicitly mentioned in the Constitution itself.
A major difference between the Indian and US constitutional frameworks for free speech is the explicit nature of restrictions. While the US First Amendment uses absolute language and restrictions are primarily developed through judicial decisions, the Indian Constitution explicitly lists the grounds for reasonable restrictions in Article 19(2). This means that in India, the power of the state to limit speech is defined within the constitutional text itself, covering areas like national security, public order, and morality, rather than relying solely on court interpretations.

107. (A) The Cable Television Network (Regulation) Act, 1995, empowers authorized officers to take action.
The regulation of television advertising in India is governed by the Cable Television Network (Regulation) Act of 1995. This legislation mandates an Advertising Code that all cable operators must follow. The Act also empowers authorized government officers to take action against those who violate these rules, which can include the seizure of equipment or other penalties. While bodies like ASCI provide self-regulatory guidelines, the legal authority to enforce content rules for television commercials is derived from this specific statutory framework and its associated rules.

108. (C) A person, a company or association, or a collection of persons.
The law of defamation under the Indian Penal Code has a broad application regarding who can be defamed. Sections 499 to 502 protect the reputation not only of individual living persons but also of corporate entities, associations, and groups of people. This means that a company or a specific community can file a defamation suit if a published statement harms its collective reputation. The law aims to provide a legal remedy for any entity whose standing in society is unfairly damaged by false and malicious imputations.

109. (A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
The Indian Constitution is often described as quasi-federal because it does not fit the traditional definition of a strictly federal system. While it provides for a division of powers between the central government and the states, it also contains strong unitary features that give the center significant authority, especially during emergencies. This combination of federal and unitary elements ensures a balance between regional autonomy and national unity. Therefore, Statement II accurately explains the complex structural nature of the Indian constitutional framework described in Statement I.

110. (D) A is false but R is true.
The Indecent Representation of Women (Prohibition) Act of 1986 does not ban all forms of art depicting the female body. Instead, it specifically targets the 'indecent' representation of women that is likely to deprave, corrupt, or injure public morality. Artistic, scientific, or educational depictions are generally excluded from the Act's prohibitions. Therefore, the assertion that all such art is banned is false, but the reason explaining that only indecent portrayals are prohibited is true, reflecting the law's focus on maintaining public decency.

111. (D) The Government of India Act of 1935
The Government of India Act of 1935 played a pivotal role in the historical evolution of the Indian Constitution. Many of its structural features, such as the federal system, the office of the governor, and the division of legislative powers, were adapted into the final constitutional document framed after independence. It served

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as a major legal blueprint for the framers, providing a detailed administrative framework that was modified to suit the needs of a sovereign, democratic, and secular India.

112. (B) Accuracy and Fact-Checking
Publishing a scandalous story based on an unverified anonymous email is a direct violation of the journalistic ethics of accuracy and fact-checking. A core responsibility of a journalist is to ensure that information is verified and substantiated before it is disseminated to the public. Failure to do so can lead to the spread of misinformation and harm the reputation of individuals. Responsible journalism requires thorough investigation and the corroboration of facts, especially when dealing with sensitive or potentially defamatory allegations from anonymous sources.

113. (D) The High Court
Under the Cinematograph Act of 1952, the Film Certification Appellate Tribunal was the primary body for hearing appeals against the decisions of the Central Board of Film Certification. Before its abolition in 2021, if a filmmaker was dissatisfied with the FCAT's decision, they could seek a legal remedy by filing a writ petition in the High Court. The High Court exercised judicial review over the tribunal's decisions, ensuring that the certification process followed legal principles and did not violate the filmmaker's fundamental right to freedom of expression.

114. (D) The dissemination of information and ideas, which is crucial for a functioning democracy.
The constitutional right to freedom of speech and expression is fundamental for the media because it allows for the free flow of information and ideas within society. In a functioning democracy, it is essential that citizens have access to diverse viewpoints and critical reports to make informed decisions. This right empowers the media to inform the public, facilitate debate, and hold the government accountable. It is not intended to protect sensationalism or scandalous content for profit, but to ensure a transparent and democratic public discourse.

115. (A) a, b, c, and d only
The Press Council of India is designed to be a representative body for the print media industry and the public. Its composition includes a chairman, who is typically a retired judge of the Supreme Court, and members representing newspaper management, editors, and working journalists. Additionally, it includes members of Parliament to ensure democratic representation. However, it does not include serving judges currently on the bench. This diverse membership allows the council to address various perspectives while maintaining its role as an independent watchdog for journalistic ethics and press freedom.

116. (B) The criticism was an expression of disapprobation of government measures, without exciting hatred or contempt.
Under Section 124(A) of the IPC, expressing disapprobation of government measures or actions is not considered sedition, provided it is done with a view to obtaining their alteration by lawful means and does not excite hatred, contempt, or disaffection. A cartoonist can use this as a defense by arguing that their work was a legitimate form of political critique intended to highlight flaws in a policy, rather than an attempt to incite violence or undermine the state's authority. Judicial interpretations have increasingly protected such forms of political dissent.

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117. (B) A self-regulatory body whose codes are now legally recognized for television commercials.
The Advertising Standards Council of India is a self-regulatory organization of the advertising industry. While it is not a statutory government body, its Advertising Code has been given legal recognition through the Cable Television Network Rules. This means that advertisements on television are legally required to adhere to the standards set by ASCI. This unique arrangement combines industry self-regulation with government enforcement, ensuring that television commercials follow ethical guidelines regarding truthfulness, decency, and fairness to both consumers and competitors within the Indian market.

118. (B) Private study, research, criticism, or review.
The doctrine of fair dealing under the Copyright Act of 1957 provides essential exceptions to copyright protection. It allows the use of copyrighted material without the owner's

permission for specific purposes, such as private study, research, criticism, or review. This ensures that copyright does not hinder education, scholarship, or critical analysis. However, fair dealing does not permit the commercial exploitation of a work or the creation of identical copies for sale, as these actions would violate the core exclusive rights of the copyright holder.

119. (A) Both guarantee rights and impose limitations on them.
For media professionals, the Indian Constitution is the ultimate source of both their rights and their legal boundaries. While Article 19(1)(a) guarantees the fundamental right to freedom of speech and expression, Article 19(2) allows the state to impose reasonable restrictions on specific grounds like national security and public order. Understanding this balance is crucial for journalists, as it defines their ability to report freely while also outlining the legal risks and responsibilities associated with their professional work and public dissemination of information.

120. (A) a and c only
Libel is a form of defamation that is expressed in a permanent or durable manner. This includes written text in newspapers, magazines, or books, as well as digital content on websites and social media. It also encompasses permanent visual representations like caricatures or printed images. In contrast, spoken words in a television interview or temporary gestures in public are typically classified as slander, which is defamation in a transient form. Therefore, only the social media post and the printed caricature in the list qualify as acts of libel.

121. (D) All of the above.
The domain of human rights and media is multi-faceted and explores several critical intersections. It examines how media can act as a powerful tool for promoting and protecting human rights through awareness and advocacy. It also addresses the specific human rights and safety of journalists who work in dangerous environments. Furthermore, it considers the potential for media to violate human rights, such as through the dissemination of hate speech or conducting unfair media trials. All these aspects are essential for understanding the media's ethical and social responsibilities.

122. (D) Statement I is false, but Statement II is true.
The Official Secrets Act of 1923 does not automatically categorize every government document as secret. Instead, it specifies certain types of information, particularly those related to national security, defense, and foreign relations, which must remain confidential. While the Act has a broad scope, it recognizes that not all government information is a state secret. Therefore, the claim that all documents are secret by default is false, while the statement that it focuses on specific categories of information related to state security is a more accurate description of the law.

123. (C) To lay down guidelines on what content is not permissible for broadcast on cable networks.
The Programme Code under the Cable Television Network (Regulation) Act of 1995 serves as a regulatory framework for content on cable television. Its primary purpose is to outline specific types of content that are not allowed to be broadcast, such as material that offends decency, incites violence, or threatens national security. By providing these guidelines, the Code aims to ensure that television programming adheres to standards of public order and morality, while also protecting viewers from potentially harmful or offensive content in the private broadcasting sector.

124. (C) The sale, publication, and distribution of obscene material.
The law of obscenity in India, as specified in Sections 292 to 294 of the Indian Penal Code, targets the commercial and public dissemination of obscene materials. It prescribes punishments for the sale, hire, distribution, public exhibition, or publication of books, drawings, and other items that are considered obscene. The law aims to prevent the spread of material that appeals to prurient interests and depraves public morals. It does not punish the individual reader or the private possession of such material for personal and non-commercial use.

125. (B) P-3, Q-4, R-1, S-2
Professional bodies and legal acts in the media sector have specific mandates. The Advertising Standards Council of India focuses on self-regulation within the advertising industry. The Press Council Act is designed to preserve the

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response if the request concerns the life or liberty of a person. In such critical cases, the requested information must be provided within forty-eight hours. This provision ensures that information vital to an individual's fundamental rights and immediate well-being can be accessed without the delays associated with routine administrative procedures.

167. (B) To adjudicate on matters of journalistic ethics and preserve press freedom.
The Press Council of India is a statutory body with a dual mandate: to preserve the freedom of the press and to maintain and improve the standards of newspapers and news agencies. Its primary function is to adjudicate on complaints related to unethical journalistic conduct and to defend the press from arbitrary interference. While it can censure or warn journalists for professional lapses, its role is focused on ethical oversight and the promotion of a responsible and independent media environment, rather than providing financial assistance or certifying films.

168. (D) The Cable Television Network (Regulation) Rules, 1994
The Programme Code and the Advertising Code are specific sets of guidelines included in the Cable Television Network (Regulation) Rules of 1994. These rules were established to implement the provisions of the 1995 Act, providing detailed content standards for cable television. The Codes outline what is permissible for broadcast, focusing on maintaining public order, decency, and national security, while also ensuring that advertisements are truthful and not misleading. Adherence to these codes is a mandatory requirement for all cable operators and television channels in India.

169. (A) Establishing a framework for a sovereign, democratic nation post-independence.
The historical relevance of the Indian Constitution lies in its role as the foundational document for a newly independent and sovereign nation. Drafted by the Constituent Assembly, it replaced the colonial legal framework with a system based on democracy, justice, and fundamental rights. It established the rules for governance and defined the relationship between the state and its citizens. For the media, the Constitution's evolution is significant because it enshrined the essential rights and freedoms that allow a free and independent press to function in a modern democratic society.

170. (C) A is true but R is false.
The law of defamation is designed to protect an individual's reputation from false and harmful attacks, providing a legal remedy for injury to one's standing in society. However, the assertion that freedom of speech under Article 19(1)(a) is absolute is false. The Constitution explicitly provides for reasonable restrictions on free speech, including those related to defamation. Therefore, while individuals have the right to express themselves, they are also legally accountable for statements that are defamatory, as the right to free speech does not include a right to harm others' reputations.

171. (B) The Official Secrets Act, 1923
If a journalist publishes sensitive information from a secret military plan, the Official Secrets Act of 1923 is the most likely legislation to be invoked. This Act is specifically designed to protect state secrets and national security, criminalizing the unauthorized communication of classified information that could potentially harm the country. Since a military plan is a critical matter of defense and state security, its unauthorized disclosure is a serious offense under this Act, which focuses on preventing espionage and maintaining absolute government confidentiality in matters of strategic national importance.

172. (B) An expression of opinion, based on facts, and made in public interest.
Fair comment is a significant legal defense in defamation cases, especially for journalists and critics. For this defense to be valid, the statement must be an expression of opinion rather than a statement of fact. Furthermore, the opinion must be based on true facts and must be made in the public interest. This principle protects the right of individuals to critique public figures, artistic works, and government policies, provided the criticism is honest and not motivated by personal malice or an intent to deceive the public.

173. (B) Unrestricted public exhibition.
The 'U' certificate awarded by the Central Board of Film Certification stands for Unrestricted

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preserves the freedom of the press. The rules and regulations it recommends are primarily in the nature of ethical guidelines or a code of conduct for the profession. While these guidelines carry significant moral and professional weight, they are not legally mandatory statutes and do not result in imprisonment. The Council's role is to act as a self-regulatory watchdog that censures or warns newspapers for ethical lapses, encouraging a responsible and fair media environment.

133. (C) Cable Television Network (Regulation) Act, 1995
The Cable Television Network (Regulation) Act of 1995 is the specific legislation that governs the operation of cable television in India. It includes detailed provisions for the registration of cable operators and mandates adherence to specific programme and advertisement codes. These codes regulate the content transmitted through cable networks to ensure it complies with national standards of decency, security, and public order. This Act provides the primary legal framework for overseeing the content and operation of the private television broadcasting industry across the country.

134. (B) It required the work to be judged 'as a whole' by an average person applying contemporary community standards.
A significant change introduced by the Miller Test was the shift away from judging a work based on isolated passages. Instead, the test requires that the material be evaluated as a whole. It also introduced the concept of contemporary community standards, meaning the work should be judged by the norms of the average person in the current social context. This modern approach is more comprehensive and less restrictive than the older Hicklin Test, as it also accounts for the serious artistic, literary, or scientific value of the work under evaluation.

135. (A) III, II, IV, I
The introduction of these legal frameworks reflects the evolving priorities of the Indian state. The Working Journalists Act was enacted in 1955 to protect the rights of media employees. This was followed by the Contempt of Courts Act in 1971, which updated the laws regarding judicial authority. The Indecent Representation of Women (Prohibition) Act was passed in 1986 to address gender portrayal. Finally, the Information Technology Act was introduced in 2000 to regulate the digital sphere, marking a significant shift toward governing electronic communications and cybercrime.

136. (B) Section 500
While Section 499 of the Indian Penal Code provides the legal definition of defamation and its various exceptions, Section 500 specifies the punishment for this offense. Those found guilty of defaming another person can be punished with simple imprisonment for a term that may extend to two years, or with a fine, or with both. This section provides the legal teeth to defamation law, ensuring that individuals who maliciously harm the reputation of others through false statements can be held criminally accountable for their actions in court.

137. (B) It sets the foundational values within which the media is expected to function and which it should uphold.
The Preamble to the Indian Constitution establishes the core values of sovereignty, democracy, secularism, and social justice. These principles provide the ethical and political framework within which the media is expected to function. As the fourth estate, the media has a responsibility to uphold these values through its reporting and to contribute to the democratic process. While the Preamble does not prescribe specific formats for news, it sets the ultimate goals and ideals that the media and all other institutions of the state should strive to achieve.

138. (B) The communication was done for the public good.
Under the Official Secrets Act of 1923, the disclosure of classified information is strictly prohibited if it is likely to harm the state. Unlike defamation or some other laws, the Act does not traditionally recognize the public good as a valid legal defense for communicating secret documents. The focus of the legislation is on maintaining absolute state secrecy and preventing espionage. This lack of a public interest defense is one of the primary reasons why the Act has been frequently criticized by journalists and advocates for transparency.

139. (B) IPC Section 124(A)

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Famous legal cases involving journalists often center on the interpretation of Section 124(A) of the IPC, which deals with sedition. These cases typically revolve around whether a journalist's critique of the government amounts to inciting hatred or violence against the state. The judiciary has played a crucial role in these disputes, often clarifying that legitimate criticism is a protected form of expression. Understanding how courts have interpreted this section is vital for determining the legal boundaries of dissent and the scope of press freedom in India.

140. (B) Statements b, c, and d only
The Right to Information Act of 2005 focuses on promoting transparency within public authorities. It mandates proactive disclosure of information by these bodies and establishes the Central and State Information Commissions to hear appeals. The Act also includes provisions for penalizing Public Information Officers who fail to fulfill their duties. However, the Act generally applies only to public authorities and does not directly cover private companies or non-governmental organizations unless they are substantially funded by the government. Therefore, statement 'a' is not universally correct under the current RTI framework.

141. (C) Democracy
The adversarial role of the media is a defining feature of a healthy democracy. In this system, the press acts as an independent watchdog that scrutinizes the actions of the government and other powerful institutions. This role is crucial for ensuring transparency, accountability, and the protection of citizens' rights. In contrast, in autocracies or monarchies, the media is often controlled by the state and used as a tool for propaganda, leaving little room for the adversarial or critical function that is essential for a functioning democratic society.

142. (D) Statement I is false, but Statement II is true.
Parliamentary privileges in India are not codified in a single comprehensive law. Instead, they are based on various constitutional provisions, statutes, and conventions inherited from the British House of Commons. Article 105 and Article 194 of the Constitution provide the primary basis for these privileges. While there have been debates about codifying them to provide more clarity, they remain a combination of written rules and unwritten traditions. Therefore, the claim that they are codified is false, while the description of their multi-sourced nature is accurate.

143. (B) The Indecent Representation of Women (Prohibition) Act, 1986
The Indecent Representation of Women (Prohibition) Act of 1986 aims to prevent the derogatory or indecent portrayal of women in any form of publication. While breastfeeding is a natural act, the unauthorized publication of such an image in a way that causes distress or is considered indecent under the Act could lead to legal issues. This legislation ensures that the media respects the dignity and privacy of women, preventing the objectification or inappropriate representation of the female form in advertisements, magazines, and other public media platforms.

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144. (B) Advertising Standards Council of India (ASCI)
The Advertising Standards Council of India is the primary body in India responsible for handling complaints about the content of advertisements. As a self-regulatory organization, it maintains a code that requires advertisements to be truthful, decent, and socially responsible. Anyone from the general public can file a complaint with ASCI if they find an advertisement misleading or offensive. ASCI's Consumer Complaints Council reviews these cases and can request advertisers to modify or withdraw commercials that are found to be in violation of the established ethical standards.

145. (A) P-2, Q-1, R-4, S-3
Understanding the difference between moral frameworks and legal systems is essential in media studies. Ethics refer to moral principles and professional codes of conduct, while laws are codified rules enforced by the state. Within the legal system, defamation is divided into libel and slander. Libel is defamation in a permanent form, such as written text or images, while slander is defamation in a transient form, such as spoken words or gestures. These distinctions define the different ways in which communication can be regulated and held accountable.

146. (B) The grounds for restrictions are explicitly enumerated in the Constitution.
A key distinction between the freedom of speech in India and the USA is the constitutional approach to limitations. In India, Article 19(2) explicitly lists the specific grounds on which the state can impose reasonable restrictions on free speech, such as public order and national security. In the USA, the First Amendment uses absolute language, and restrictions have been developed through judicial interpretation over time. This makes the Indian framework more structured in defining the boundaries within which the state can legally limit individual and media expression.

147. (C) A fair and bona fide criticism of a judicial act after the case is finalized.
The Contempt of Courts Act of 1971 protects the authority of the judiciary while allowing for legitimate public discussion. Wilful disobedience of orders, scandalizing the court, or prejudicing ongoing trials are all considered forms of contempt. However, the law explicitly provides an exception for fair and bona fide criticism of a judicial act or judgment once the case has been concluded. This ensures that the public and the media can engage in a healthy debate about legal outcomes without undermining the administration of justice or the court's dignity.

148. (C) The Working Journalists Act, 1955
The concept of a Wage Board is specifically associated with the Working Journalists and other Newspaper Employees Act of 1955. These boards are statutory bodies constituted by the government to fix and revise the wage rates for journalists and non-journalist employees in the newspaper industry. The Act provides the legal authority for these boards to ensure fair financial compensation and standardized service conditions across different media houses. This mechanism is a vital part of the labor protections provided to media professionals under this specialized piece of legislation.

149. (C) Directly provoke or encourage others to commit a crime.
Incitement to an offense is one of the specific grounds for imposing reasonable restrictions on freedom of speech under Article 19(2) of the Indian Constitution. This means that individuals and the media cannot use their freedom to directly provoke or encourage others to commit illegal acts or crimes. This restriction is necessary to maintain public order and prevent violence. It does not prevent legitimate criticism of laws or policies, but it prohibits speech that is intended to lead to criminal behavior or a breakdown of social stability.

150. (A) Both A and R are true and R is the correct explanation of A.
The Press Council of India has the authority to take suo motu cognizance of matters related to journalistic ethics. This means the Council can initiate its own inquiries into professional misconduct or threats to press freedom without waiting for a formal complaint. The Press Council Act empowers the council to act on its own motion to maintain and improve the standards of newspapers. Therefore, both the assertion about its power and the reason citing the legislative authority are true, and the reason correctly explains how the Council operates.

151. (B) The tendency of the matter to deprave and corrupt those whose minds are open to immoral influences.
The Hicklin Test, established in the nineteenth century, defines obscenity based on the potential impact of material on vulnerable individuals. It focuses on whether the matter has a tendency to deprave and corrupt those whose minds are open to immoral influences. This test evaluates the work based on isolated passages and its effect on the most susceptible members of society, such as children. While it was the primary standard for many years, it has been largely replaced by modern tests that judge the work as a whole.

152. (B) The Cable Television Network (Regulation) Act, 1995
The Cable Television Network (Regulation) Act of 1995 is the primary law governing the operation and content of cable television in India. It requires all cable operators to register their networks with the relevant authorities and provides for the regulation of the signals they transmit. The Act also mandates adherence to specific programme and advertisement codes, ensuring that content broadcast through cable networks follows national standards of decency and public order. This legislation provides the legal framework for

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freedom of the press and maintain journalistic standards. The Cinematograph Act provides the framework for film censorship and certification in India. Finally, the Working Journalists Act is primarily concerned with the service conditions and welfare of newspaper employees. Each of these plays a vital role in regulating different aspects of the media landscape.

126. (B) The statement, even if defamatory, is protected if it was made with due care and attention for a legitimate public purpose.
Section 499 of the Indian Penal Code provides several exceptions to the rule of defamation, including imputations made in good faith for the public good. This means that a statement is not considered defamatory if it was made with due care and attention and for a genuine public interest. This exception is vital for journalists, as it allows them to report on matters of public concern and critique public figures, provided they have taken reasonable steps to verify the information and are not acting with malicious intent.

127. (A) Being a critic of the government and maintaining a working relationship with it for information.
The adversarial role of the media often creates a significant ethical dilemma for journalists. They must fulfill their duty as watchdogs by critically scrutinizing government actions and policies to ensure accountability. At the same time, they often rely on government sources for information and access to official events. This creates a tension between remaining an independent critic and maintaining the necessary professional relationships to perform their reporting duties effectively. Navigating this balance is a central challenge in political and investigative journalism.

128. (B) Copyright protects the expression of an idea, while a patent protects the idea itself (invention).
Copyright and patents are both forms of Intellectual Property Rights, but they protect different types of creations. Copyright applies to the original expression of an idea in a literary, artistic, or musical form, such as a book or a song. It does not protect the underlying idea itself. In contrast, a patent protects an original invention or a new technical process, giving the inventor exclusive rights over the idea or method. Both have limited terms, but they serve different roles in encouraging creativity and technical innovation.

129. (C) The printer and/or the publisher of the newspaper.
The Press and Registration of Books Act of 1867 requires a formal declaration to be made before any newspaper can be published in India. This declaration must be made by the printer and/or the publisher of the proposed newspaper before a district magistrate. This legal requirement ensures that there is a clear record of the individuals responsible for the production and distribution of the publication. It is a fundamental part of the registration process that ensures accountability and government oversight of the print media sector.

130. (D) A is false but R is true.
The Right to Information Act of 2005 does not provide an absolute right to all information. While it aims for transparency, Section 8 of the Act lists specific categories of information that are exempt from disclosure. These include information that could harm national security, strategic interests, or breach parliamentary privilege. Therefore, the assertion that citizens can access any information without exception is false, but the reason correctly identifying the existence of legal exemptions for sensitive information is true, reflecting the balanced approach of the legislation.

131. (B) Opposes, disobeys or disrespects the authority, justice, and dignity of a court.
Contempt of court is a legal concept that refers to any behavior that undermines the authority or dignity of the judiciary. This can include willfully disobeying a court's order, scandalizing the court through malicious publications, or interfering with the administration of justice. The purpose of contempt law is to ensure that the courts can function effectively and that their decisions are respected. While fair criticism of a judgment is permitted, actions that show disrespect or obstruction to the legal process can lead to punishment.

132. (A) Primarily in the nature of ethical guidelines.
The Press Council of India is responsible for maintaining journalistic standards and

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tendency to create public disorder. Legitimate criticism or strong disapproval of government policies, without the intent to incite violence or subvert the state through illegal means, is generally protected as a form of free expression in a democracy.

160. (A) a and b only
The Press and Registration of Books Act of 1867 contains specific requirements to ensure accountability in the print media. It mandates that every printed item must include the name of the printer and the place of printing. It also requires a formal declaration before a newspaper can be started. However, the Act's primary purpose is not content censorship, nor does it establish wage boards for journalists; those functions are addressed by other mechanisms and the Working Journalists Act, respectively. The Act focuses on registration and basic publication requirements.

161. (B) Professional ethics.
A journalist's right to protect the identity of their source is primarily a matter of professional ethics rather than a codified legal right in India. While some countries have shield laws, Indian journalists often rely on ethical principles and judicial discretion to maintain source confidentiality. Protecting sources is essential for investigative journalism, as it allows individuals to share sensitive information without fear of retaliation. While the courts can sometimes compel disclosure in the interest of justice, the commitment to source protection remains a core pillar of journalistic integrity.

162. (D) Statement I is false, but Statement II is true.
The Working Journalists and other Newspaper Employees Act of 1955 does not apply to all employees in a newspaper establishment. Instead, it specifically focuses on defining and providing for the service conditions of working journalists and certain non-journalist newspaper employees, such as those in technical or production roles. General administrative staff are typically not covered under this specific legislation. Therefore, while Statement II correctly identifies the Act's primary focus on journalists and specific newspaper workers, the broad claim in Statement I regarding all employees is legally inaccurate.

163. (B) A published statement that allegedly damaged a person's reputation.
A famous case concerning libel would center on a legal dispute over a published statement that is alleged to have harmed someone's reputation. Libel is defamation in a permanent form, and such cases involve determining whether the statement was false, whether it was published to a third party, and whether it resulted in actual injury to the reputation of the individual or entity involved. These cases are distinct from those involving government secrets, film certification, or sedition, as they specifically focus on the protection of individual or corporate standing.

164. (B) The ownership rights over creative works like articles, photos, music, and software.
In the context of the media, Intellectual Property refers to the legal rights that creators and companies hold over their original creative works. This includes ownership of news articles, photographs, videos, music, and even the software used for digital publishing. These rights, such as copyright, allow media houses to control how their content is used and ensure they can benefit from its distribution. Protecting intellectual property is essential for the economic viability of the media industry, as it prevents others from unfairly using and profiting from original content.

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165. (A) P-4, Q-1, R-2, S-3
Various media-related acts in India were enacted in different years, reflecting the country's legal and social evolution. The Official Secrets Act is a colonial-era law from 1923. The Contempt of Courts Act was updated in 1971 to refine the rules regarding judicial authority. The Indecent Representation of Women (Prohibition) Act was passed in 1986 to address the portrayal of women. Finally, the Right to Information Act was enacted in 2005 to promote government transparency. Knowing these years is important for understanding the historical context of India's media regulations.

166. (B) 48 hours
The Right to Information Act of 2005 recognizes that some information requests are more urgent than others. While the standard time limit for a response from a Public Information Officer is thirty days, the Act mandates a much faster

defamatory expression is recorded in a lasting or temporary medium.

180. (B) b and c only
Parliamentary privileges are designed to protect the integrity of the legislative process. Distorting a member's speech or publishing a malicious report can be considered a breach of privilege, as it misrepresents the proceedings to the public. Similarly, publishing a confidential committee report before it is officially presented to the House is a serious violation of these privileges. However, publishing a fair and accurate report or criticizing a policy discussed in Parliament is generally protected as part of free speech and does not constitute a breach of the House's collective or individual privileges.

181. (B) Article 19(2)
While Article 19(1)(a) of the Indian Constitution guarantees the fundamental right to freedom of speech and expression, this right is not absolute. Article 19(2) specifically lists the grounds on which the state can impose reasonable restrictions on this freedom. These grounds include the sovereignty and integrity of India, the security of the state, friendly relations with foreign states, public order, decency or morality, and contempt of court. This provision ensures that free speech is balanced with other vital interests of the state and society, as interpreted by the judiciary.

182. (D) Statement I is false, but Statement II is true.
The Cinematograph Act of 1952 is specifically focused on the regulation of films and does not deal with the content of newspapers. Therefore, Statement I is false. However, Statement II is true, as the Act provides the legal framework for the certification of films for public exhibition in India. This process is carried out by the Central Board of Film Certification, which reviews films and assigns appropriate ratings based on their content. The Act ensures that films shown to the public adhere to established standards of decency, public order, and national security.

183. (A) Legal, decent, honest and truthful.
The primary mission of the Advertising Standards Council of India is to ensure that all advertisements in the country are socially responsible. This means that commercials must be legal, decent, honest, and truthful. The ASCI code of self-regulation aims to prevent misleading claims, offensive content, and unfair competition. By promoting these ethical standards, ASCI protects consumers from being deceived by false advertising and ensures that the advertising industry operates with integrity and respect for public sensibilities, regardless of whether a celebrity or the government is involved in the promotion.

184. (C) The original expression of an idea in a literary or artistic form.
The Copyright Act of 1957 protects the original expression of an idea rather than the idea itself. This means that while multiple people can have the same general idea for a story or a painting, copyright only applies to the specific way an individual has chosen to write or paint it. Factual information and news events are not protected by copyright, but the specific way a journalist writes a news report is. This distinction is fundamental to copyright law, as it balances the rights of creators with the free flow of ideas in society.

185. (B) P-3, Q-1, R-2, S-4
Many regulatory and statutory bodies in India have specific requirements for the qualifications of their chairpersons. The Press Council of India is traditionally headed by a retired Supreme Court judge. The National Human Rights Commission is typically led by a retired Chief Justice of India. The Central Information Commission is headed by an eminent person in public life with specified knowledge. Finally, the Law Commission of India is usually chaired by a retired judge of the Supreme Court or a retired Chief Justice of a High Court. These qualifications ensure a high level of expertise.

186. (A) Right to Equality
Intellectual Property Rights refer to the legal protections granted to creators for their intangible intellectual creations. Common forms of IPR include patents for inventions, trademarks for brand identities, and copyrights for literary and artistic works. These rights allow creators to benefit from their innovation and creativity. In contrast, the Right to Equality is a fundamental civil right guaranteed under the Constitution, which ensures that all individuals are treated equally before the law. It is not an intellectual

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Public Exhibition. This rating signifies that the film is suitable for all audiences, including children of all ages. Such films are considered to have content that is appropriate and does not contain themes or scenes that would require parental guidance or adult supervision. This is the most common certification for films intended for a broad family audience and indicates that the work adheres to general standards of decency and public order for universal viewing.

174. (C) The Wage Board constituted under the Working Journalists Act.
The revision of wages for newspaper employees in India is based on the recommendations of a Wage Board, which is specifically constituted under the Working Journalists and other Newspaper Employees Act of 1955. These boards are appointed by the central government and consist of representatives from management, employees, and independent members. Their role is to fix and revise the salary structures and other financial benefits for media professionals, taking into account the industry's economic status and the cost of living, ensuring a standardized and fair compensation system.

175. (A) IV, I, II, III
Different regulatory bodies in India are responsible for overseeing various sectors of the media landscape. The Press Council of India handles the print media sector. The Central Board of Film Certification is the regulatory body for the film industry. The Advertising Standards Council of India is responsible for self-regulation within the advertising sector. Finally, the Information Technology Act of 2000 provides the legal framework for the internet and digital communications. Understanding this order helps in identifying the specific laws and bodies that govern each major area of Indian media today.

176. (B) Giving legal sanctity to electronic transactions and digital signatures.
The Information Technology Act of 2000 was enacted to provide a comprehensive legal framework for the digital and online sphere in India. One of its primary functions is to provide legal recognition to electronic records and digital signatures, making online transactions and communications legally binding. This has been essential for the growth of e-commerce and electronic governance. While it also addresses cybercrimes, its role in providing legal sanctity to digital interactions is a fundamental part of the law, ensuring that the digital world operates within a recognized legal system.

177. (B) Executive (Government)
The adversarial role of the media most frequently creates tension between the press and the executive branch of the government. As a watchdog, the media is tasked with scrutinizing government policies, investigating potential corruption, and holding public officials accountable. This critical function often leads to friction when reports highlight failures or misconduct by the state. While this tension is a normal part of a healthy democracy, it requires a balance where the media can report freely and the government can function without undue and unfair harassment, despite their often competing interests.

178. (A) To prioritize the dignity and safety of victims and survivors.
A fundamental ethical principle for journalists reporting on human rights is to prioritize the dignity, privacy, and safety of victims and survivors. This means avoiding the sensationalization of suffering and ensuring that reporting does not inadvertently put individuals at further risk of harm. Ethical journalism in this field involves giving a voice to the marginalized while adhering to high standards of sensitivity and respect. This approach ensures that human rights reporting serves its purpose of raising awareness and seeking justice without compromising the well-being of those whose rights have been violated.

179. (C) A defamatory statement in spoken or transient form.
Defamation is legally categorized into two forms based on the durability of the communication. Slander refers to defamatory statements that are made in a transient or temporary form, primarily through spoken words, gestures, or other non-permanent means. It is distinct from libel, which involves defamatory statements in a permanent form, such as written text or recorded images. Both types of defamation can lead to legal consequences if they harm an individual's reputation, but the distinction lies in whether the

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overseeing the rapidly growing private television industry across the country.

153. (A) The use of the internet and digital communication.
Cyber law in India refers to the legal framework that governs activities in the digital sphere, including the internet and electronic communication. Its primary source is the Information Technology Act of 2000, which addresses issues such as e-commerce, digital signatures, data protection, and various cybercrimes like hacking and online fraud. These laws are essential for providing legal recognition to digital transactions and for protecting users in the increasingly complex online environment. They are distinct from the laws that govern traditional print or broadcast media sectors.

154. (C) Libel
Publishing a false and damaging report about a person in a newspaper is a clear case of libel. In this scenario, the newspaper has disseminated a written statement that harms the individual's reputation by incorrectly claiming they were convicted of a crime. Libel is defamation in a permanent form, and the publisher can be held liable for both civil and criminal penalties. Accurate reporting of court results is protected, but misrepresenting an acquittal as a conviction is a serious violation of legal and ethical journalistic standards.

155. (C) a, b, c, and e only
Media and communication in India are governed by several key regulatory bodies. The Press Council of India oversees the print media, while the Central Board of Film Certification regulates films. The Telecom Regulatory Authority of India handles issues related to telecommunications and broadcasting tariffs. The Advertising Standards Council of India is the self-regulatory body for the advertising industry. However, NITI Aayog is a policy think tank for the government and does not have a regulatory role in the media or communication sectors.

156. (A) Mandates a sensitive and responsible approach when reporting on issues involving these communities.
The Scheduled Castes and Tribes (Prevention of Atrocities) Act of 1989 is relevant to media ethics because it criminalizes actions that humiliate or promote ill-will toward members of these communities. For journalists, this means exercising extreme care and sensitivity when reporting on issues involving SC/ST groups. The publication of material that is insulting or incites hatred against these communities is a legal offense. This encourages media professionals to avoid stereotypes and ensure their reporting does not contribute to social discrimination or incite communal tensions.

157. (B) A stronger, more absolute protection for free speech than in India.
A comparative study of media laws shows that the First Amendment of the US Constitution provides a more absolute protection for free speech than the Indian Constitution. In the USA, the government has a very limited ability to impose prior restraints or restrict speech, and the grounds for doing so are extremely narrow. In contrast, the Indian Constitution explicitly lists multiple grounds for reasonable restrictions in Article 19(2), giving the state a more structured and defined power to limit speech in the interests of national security and public order.

158. (B) Provides the legal source for the media's fundamental right to freedom of expression.
The most crucial role of the Indian Constitution in relation to the media is that it serves as the ultimate source of the right to freedom of expression. Through Article 19(1)(a), the Constitution guarantees all citizens the right to free speech, which has been judicially interpreted to include the freedom of the press. This constitutional protection is what enables media professionals to report, investigate, and critique without arbitrary government control, providing the legal foundation for the media to function as an independent institution in a democracy.

159. (B) Speech that incites violence or has the tendency to create public disorder against the state.
Section 124(A) of the IPC, which deals with sedition, criminalizes speech or acts that bring hatred, contempt, or disaffection toward the government established by law. However, judicial interpretations by the Supreme Court have clarified that this section should only be applied to speech that incites violence or has the

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property right, as it does not relate to the ownership of creative or technical works.

187. (C) Indecent for the purpose of commercial gain.
The Indecent Representation of Women (Prohibition) Act of 1986 was enacted to prohibit the portrayal of women in a manner that is derogatory or objectifying, particularly when such depictions are used for commercial profit. The Act targets advertisements and publications that represent women in a way that is likely to deprave, corrupt, or injure public morality. By criminalizing indecent representation for commercial gain, the law aims to uphold the dignity of women and prevent the exploitation of their image in the media and advertising industries, ensuring a more respectful public culture.

188. (B) Wilful disobedience of a court's judgment, decree, or order.
Civil contempt of court refers specifically to the wilful disobedience of any judgment, decree, direction, order, or writ issued by a court of law. It also includes the wilful breach of an undertaking given to a court. Unlike criminal contempt, which involves acts like scandalizing the court or interfering with the administration of justice, civil contempt focuses on the failure to follow the court's specific instructions. The purpose of civil contempt proceedings is to ensure that judicial orders are respected and carried out, maintaining the effectiveness of the legal system and the rule of law.

189. (A) A violation of copyright.
Republishing an entire award-winning short story without the author's permission is a clear violation of copyright law. While the doctrine of fair dealing allows for the limited use of copyrighted material for purposes like review or criticism, it does not permit the reproduction of the entire work, especially when it could negatively impact the original author's commercial interests. In this case, the magazine has gone beyond the boundaries of fair use by taking the complete work without authorization, thereby infringing on the creator's exclusive rights under the Copyright Act of 1957.

190. (A) Both A and R are true and R is the correct explanation of A.
The Cable Television Network (Regulation) Act of 1995 mandates that all cable operators must transmit certain designated Doordarshan channels. This requirement ensures that public service broadcasting, which provides essential information, educational content, and government communications, is available to all viewers, even those who subscribe to private cable services. Both the assertion about the mandatory transmission and the reason explaining the goal of ensuring access to public service content are true, and the reason correctly explains the policy objective behind this specific provision of the Act.

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191. (B) A strong criticism of government policies intended to seek their improvement through lawful means.
A journalist charged with sedition can defend themselves by arguing that their writing was a legitimate form of political criticism. Under Section 124(A) of the IPC, expressing strong disapproval of government policies to seek their improvement through lawful means is not considered sedition, provided it does not incite violence or hatred against the state. This defense is rooted in the democratic right to dissent and the principle that criticizing the government is distinct from attempting to subvert the state through illegal or violent means. The judiciary has consistently upheld this important distinction.

192. (B) The Advertising Standards Council of India (ASCI)
The Advertising Standards Council of India is the primary self-regulatory organization for the advertising industry in India. It is a non-profit company formed by professionals from the advertising, media, and marketing sectors. ASCI maintains a code of self-regulation to ensure that advertisements are truthful, decent, and fair to competitors. While other bodies like the Press Council or the CBFC regulate different media sectors, ASCI is specifically dedicated to maintaining ethical standards in advertising through industry self-regulation and a process for handling consumer complaints about misleading or offensive commercials.

193. (A) The British colonial administration's desire to suppress nationalist activities and dissent.

The Official Secrets Act of 1923 has its historical roots in the British colonial administration's effort to maintain absolute secrecy and suppress nationalist dissent in India. The law was enacted to prevent espionage and the unauthorized communication of government information that could potentially harm British interests or support the independence movement. This history of suppression is why the Act remains a controversial subject today, as its broad and secret-oriented provisions are often seen as being in conflict with modern democratic principles of transparency and the public's right to information.

194. (B) It allows for open discussion, debate, and the formation of public opinion.
Freedom of speech and expression is considered a cornerstone of democracy because it enables the free flow of ideas and information that is necessary for an informed citizenry. This right allows individuals and the media to engage in open discussion, critique the government, and participate in the formation of public opinion. Without this freedom, the democratic processes of debate and accountability would be severely hindered. It ensures that diverse perspectives are heard and that the state remains transparent and responsive to the needs and concerns of the people it serves.

195. (B) a, c, and d only
Several laws in India are specifically aimed at regulating content within different media sectors. The Cinematograph Act of 1952 regulates the content of films through a certification process. The Cable Television Network (Regulation) Act of 1995 provides for programme and advertisement codes that govern content on television. Additionally, the Indian Penal Code contains provisions (Sections 292-294) that prohibit the publication and sale of obscene material across all media. While other acts like the Working Journalists Act deal with employment conditions, these specific laws focus on the regulation of media content.

196. (C) ASCI
The Advertising Standards Council of India is the body most likely to find an advertisement making unsubstantiated health claims objectionable. ASCI's self-regulatory code requires that all claims in advertisements, especially those related to health and child welfare, be truthful and backed by scientific evidence. An unproven claim about a product's ability to increase a child's height would be considered a violation of the standards of honesty and truthfulness. ASCI can investigate such claims and request the advertiser to withdraw or modify the misleading content to protect consumers from false information.

197. (B) The digital and internet space.
The term cyber laws refers to the body of legal rules that govern the digital and internet space. In India, the primary source of these laws is the Information Technology Act of 2000. These regulations cover a wide range of issues, including electronic commerce, digital signatures, data privacy, and cybercrimes such as hacking and online harassment. As the digital environment continues to evolve and expand into almost every aspect of life, cyber laws play a critical role in providing a legal framework for digital interactions and ensuring the security of online users.

198. (C) What is morally right or wrong.
The most fundamental distinction between law and ethics lies in their source and enforcement. Laws are codified rules enacted by the state and enforced through legal institutions with the threat of punishment. Ethics, however, represent a system of moral principles and standards that guide behavior based on what is considered right or wrong within a profession or society. While laws are legally mandatory, ethics are often self-regulatory and focus on moral responsibility and professional integrity. In journalism, a practice may be legal but still considered unethical by professional standards.

199. (C) Allegedly scandalized the judiciary or prejudiced a trial.
A famous case involving Contempt of Court would likely center on a publication that is alleged to have scandalized the judiciary or prejudiced an ongoing trial. Contempt law is designed to protect the administration of justice and maintain public confidence in the courts. Cases often involve determining whether a journalist or media house has crossed the line between fair criticism and malicious attacks that lower the authority of the court. Such cases are essential for defining

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the legal boundaries of media reporting on the judicial process and individual legal cases.

200. (A) a and b only
Parliamentary privileges provide members of Parliament with immunity from civil or criminal proceedings for their speeches or votes within the House. These privileges also grant Parliament the authority to prohibit the publication of its internal proceedings or reports. However, these privileges are not completely absolute and are generally subject to certain fundamental rights as interpreted by the judiciary. Furthermore, the courts can sometimes review whether a specific parliamentary decision on a breach of privilege has followed due legal process, ensuring that the use of these powers remains within constitutional boundaries.

201. (C) The Press and Registration of Books Act, 1867
The Press and Registration of Books Act of 1867 is the specific legislation that makes it obligatory for every printer and publisher of a newspaper or book to submit a formal declaration to a magistrate. This declaration includes details about the names of the printer and publisher, and the place of publication. This requirement ensures that the government has a clear and official record of all active publications and the individuals responsible for them. It is a fundamental part of the legal registration process for the print media industry in India.

202. (A) The interests of national security, public order, and morality.
The concept of reasonable restrictions in the Indian Constitution allows the state to place specific limitations on the fundamental right to freedom of speech. These restrictions are intended to balance individual liberty with the broader interests of society, such as maintaining national security, public order, decency, and morality. They also cover areas like contempt of court, defamation, and incitement to an offense. This framework ensures that while citizens have the right to express themselves, the state has the authority to protect collective interests and prevent the misuse of free speech.

203. (A) Both Statement I and Statement II are true.
The Right to Information Act of 2005 is built on the core principle of maximum disclosure, meaning that information should be shared with the public by default, with only minimum exemptions for sensitive national interests. Its primary goal is to empower citizens by providing them with a legal tool to access government records, thereby promoting transparency and accountability. Both statements accurately describe the fundamental philosophy and the democratic objective of the Act, which has transformed the relationship between the Indian government and its citizens through increased access to information.

204. (A) Enables its role as a public watchdog.
The constitutional relevance of freedom of expression for the media lies in its ability to enable the press to function as a public watchdog. This fundamental right allows journalists to investigate, report on, and critique the actions of those in power without fear of arbitrary state suppression. By providing a platform for information and dissent, the media helps ensure accountability and transparency in a democracy. This role is essential for an informed citizenry and for maintaining the checks and balances that are necessary for a healthy and functioning democratic society.

205. (B) a, b, c, and d only
Media regulation in India involves multiple specialized bodies and government ministries. The Ministry of Information and Broadcasting formulates broad policies for the sector. The Press Council of India acts as a watchdog for the print media, while the Central Board of Film Certification regulates films. Additionally, the Advertising Standards Council of India provides a self-regulatory framework for the advertising industry. However, the Indian Space Research Organisation (ISRO) is a scientific agency focused on space exploration and does not have a regulatory role in the media or communication sectors.

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206. (C) Qualified privilege
An accurate and fair report of public court proceedings is generally protected from defamation suits under the legal defense of qualified privilege. This principle recognizes the importance of the public's right to know about judicial activities and the administration of justice. As long as the report is honest, balanced, and made without malicious intent, the media

The Right to Information Act of 2005 is fundamentally rooted in the right to freedom of speech and expression as guaranteed under Article 19(1)(a) of the Indian Constitution. The judiciary has consistently held that the right to receive information is an essential part of the freedom of speech, as citizens cannot meaningfully express themselves or participate in a democracy without access to information about how their government functions. This constitutional basis makes the RTI Act a vital legal tool for empowering citizens and promoting transparency and accountability within all public authorities.

247. (C) IPC 499-502
The offenses of libel and slander, which constitute defamation, are addressed in the Indian Penal Code through Sections 499 to 502. Section 499 provides the legal definition of defamation and its various exceptions, while Section 500 specifies the punishment for the offense. Sections 501 and 502 deal with the printing or sale of defamatory material. These sections provide the comprehensive legal framework for addressing harm to a person's reputation in India, allowing individuals and entities to seek criminal prosecution for false and malicious statements that injure their standing in society.

248. (A) Newspapers, news agencies, editors, and journalists.
The Press Council of India has a specific jurisdiction that is limited to the print media sector. Its mandate covers newspapers and news agencies, as well as the editors and journalists who work within them. Its role is to preserve the freedom of the press and maintain journalistic standards within this specific field. It does not have regulatory authority over television, radio, films, or general internet content, which are governed by other bodies and laws. The Council's focus is on the unique ethical and professional standards of the newspaper industry across the country.

249. (C) University Grants Commission (UGC)
Various bodies in India are responsible for the regulation of different media sectors. The Central Board of Film Certification certifies films, the Press Council of India oversees the print media, and the Broadcasting Content Complaints Council is a self-regulatory body for non-news television content. However, the University Grants Commission is a statutory organization responsible for the coordination and maintenance of standards of higher education and is not involved in the regulation of media content. Regulatory bodies for the media are specifically tasked with oversight and standards within their respective communication sectors.

250. (A) Exposing violations, advocating for rights, and giving a voice to the marginalized.
The relationship between human rights and the media encompasses multiple dimensions, including the exposure of rights violations and the advocacy for social justice. Media professionals serve a critical function by giving a voice to marginalized groups and bringing global attention to systemic abuses. However, the media must also ensure that its own practices, such as reporting on victims, do not inadvertently violate the dignity or privacy of individuals. This dual role of the media as both a protector and a potential violator of rights is central to its ethical and social responsibilities in society.

251. (B) Law involves state-enforced rules with formal sanctions, while ethics are self-regulated moral principles.
Law acts as a state-enforced system comprising codified rules that carry formal sanctions for any non-compliance. Ethics, however, represent a separate framework of moral principles and professional standards often managed through self-regulation. While legal violations result in punitive state actions, ethical failures typically lead to professional censure or the loss of vital public credibility.

252. (A) The Constitution of India, due to its historical evolution and relevance.
The Indian Constitution acts as the essential bedrock for media law, providing foundational principles like fundamental rights. This constitutional framework has evolved historically to maintain its socio-political relevance. All subsequent statutes related to the media are built upon these core principles, ensuring that legal boundaries are clearly defined for media entities operating within the national landscape.

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responsibilities that journalists and newspapers are expected to follow in their work. While they are not legally binding statutes that carry criminal penalties, they hold significant professional and moral authority. The Council uses these ethical codes to adjudicate complaints and censure those found in violation, promoting a culture of responsible and fair journalism within the print media sector.

214. (D) Intellectual Property Rights
IPR is a widely used acronym that stands for Intellectual Property Rights. These rights provide legal protection for various forms of intangible creations resulting from human intellectual effort. Common examples include copyright for creative works like books and music, patents for inventions and technical processes, and trademarks for brand names and logos. Understanding IPR is crucial for the media industry, as it allows creators and companies to control and benefit from their original content and innovations, providing the legal foundation for the protection of intangible assets.

215. (B) d and e only
Article 19(2) of the Indian Constitution lists the specific and limited grounds for imposing reasonable restrictions on the freedom of speech, which include public order, defamation, and contempt of court. However, causing offense to a political leader or publishing information that is merely embarrassing to the government are not legally valid grounds for restricting free speech. In a democracy, the right to critique the government and its leaders is protected, even if the information is uncomfortable or unpopular, provided it does not violate the specific grounds mentioned in the Constitution.

216. (C) Ensure films are suitable for public exhibition based on age and sensitivity.
A primary purpose of film censorship and certification under the Cinematograph Act of 1952 is to ensure that films shown in public are suitable for different audiences based on age and social sensitivity. The Central Board of Film Certification reviews films to determine if they contain themes or scenes that might be inappropriate for children or certain groups. By assigning ratings like U, U/A, or A, the Board aims to provide information to viewers and protect younger audiences while also ensuring that films adhere to general standards of public order and decency.

217. (B) Protect consumers from misleading and harmful health claims.
The Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954 was enacted with the primary goal of protecting the public from misleading and potentially harmful health claims. By prohibiting advertisements for treatments of serious diseases and banning claims of magical cures, the law prevents consumers from being deceived into using unproven or dangerous remedies. It ensures that health-related information in the media is based on scientific facts rather than fraudulent promises, promoting public safety and ensuring that individuals seek legitimate medical advice for their health concerns.

218. (B) Cable operator
Under the Cable Television Network (Regulation) Act of 1995, the primary responsibility for ensuring that the content transmitted through a cable network adheres to the Programme Code lies with the cable operator. While channel manufacturers produce the content, the law requires operators to ensure that the signals they distribute to their subscribers comply with national standards of decency, public order, and security. Cable operators must be registered with the relevant authorities and can be held legally accountable if they broadcast content that violates the established regulatory framework for cable television.

219. (A) The debates and values that shaped fundamental rights like freedom of expression.
The historical evolution of the Indian Constitution is highly relevant for media studies as it reveals the deep debates and core values that shaped fundamental rights, including the freedom of expression. Understanding this history helps media professionals appreciate the significance of their rights and the reasons behind the specific limitations placed on them. It shows that free speech was a hard-won right that the framers considered essential for a democratic nation, providing a broader context for current discussions on media freedom, legal

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is protected even if the statements made during the proceedings were harmful to someone's reputation. This defense is essential for ensuring that the media can report on the legal system without fear of constant litigation for factual reporting.

207. (C) Electronic commerce and communication
The Information Technology Act of 2000 was primarily enacted to address the unique challenges and opportunities brought about by the growth of electronic commerce and digital communication. It provides a legal framework for recognizing electronic records and digital signatures, making online transactions legally valid. While the Act also addresses cybercrimes and content in the digital space, its foundation is rooted in the need to facilitate the digital economy and provide legal sanctity to communications carried out through computer systems and networks, distinguishing it from traditional media laws.

208. (A) Restricted to adult audiences (18+).
An 'A' certificate issued by the Central Board of Film Certification signifies that a film is restricted to exhibition to adult audiences only. This means that individuals who have not attained eighteen years of age are not permitted to view the film in public cinemas. This certification is used for content that may contain mature themes, strong language, or scenes that are considered unsuitable for children and adolescents. It is one of the four main categories of film certification in India designed to balance creative expression with the protection of younger viewers.

209. (C) Scrutunize and question the actions of the powerful.
The adversarial role of the media is based on the idea that in a free society, the press should act as a critic and watchdog, scrutinizing and questioning the actions of the government and other powerful entities. This role is not about creating artificial conflict but about ensuring accountability and transparency. By providing a platform for dissent and investigative reporting, the media helps to uncover misconduct and inform the public about important issues, fulfilling its essential professional and democratic function to hold power to account.

210. (B) Scandalizing the court or interfering with the administration of justice.
While civil contempt of court involves the wilful disobedience of a specific court order or judgment, criminal contempt has a much broader scope. It refers to acts that scandalize the court, lower its authority, or interfere with the administration of justice in a more general way. This can include publishing material that prejudices an ongoing case or making unfounded allegations against the integrity of the judiciary. The distinction between the two types of contempt ensures that the law can address both specific acts of disobedience and broader threats to the legal system.

211. (A) The Working Journalists Act, 1955
The Working Journalists and other Newspaper Employees Act of 1955 is the specialized legislation that governs the employment conditions of media professionals in India. It includes detailed provisions for hours of work, leave entitlements, gratuity, and other essential service benefits. By providing these specific labor protections, the Act aims to ensure fair treatment and economic security for journalists and non-journalist newspaper employees. It is the primary legal framework for addressing labor-related issues and determining the professional rights of those working within the newspaper industry across the country.

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212. (B) Prevailing contemporary community standards as interpreted by the judiciary.
Under the Indian Constitution, the concepts of decency or morality are used as grounds for reasonable restrictions on free speech, but they are not permanently defined. Instead, these standards are determined by the prevailing contemporary community standards of the average person. It is the role of the judiciary to interpret how these standards apply to specific cases, allowing the law to evolve alongside social and cultural changes. This ensures that restrictions on speech reflect the modern sensibilities of society rather than being based on fixed or outdated moral codes from the past.

213. (B) Codified professional ethics
The guidelines issued by the Press Council of India regarding journalistic conduct are an example of codified professional ethics. These guidelines provide a framework of standards and

functioning of their government. This creates a tension between national security concerns and the democratic requirement for an open and accountable state. Critics argue that the Act's broad provisions can be misused to suppress important information that should be accessible in a healthy democracy.

227. (C) Cyber Law
The body of law governing online speech, electronic commerce, digital signatures, and digital communications in India is collectively known as cyber law. The primary source for these regulations is the Information Technology Act of 2000. These laws are designed to address the unique legal challenges of the digital age, providing a framework for online interactions and punishments for cybercrimes like hacking, data theft, and online harassment. As more activities move into the digital sphere, cyber law has become an increasingly critical area of regulation for individuals, businesses, and media organizations operating online.

228. (B) Imprisonment for life.
Under Section 124(A) of the Indian Penal Code, sedition is a serious criminal offense that can carry severe penalties. Those found guilty of exciting hatred or disaffection toward the government established by law can be punished with imprisonment for life, to which a fine may be added. Alternatively, the law provides for shorter prison terms or fines in less severe cases. The possibility of life imprisonment reflects the historical nature of the law, which was intended to protect the state's security and prevent the inciting of violence or public disorder against government authority.

229. (B) India allows for pre-censorship of films, which is largely unconstitutional in the US.
A major difference between the media legal frameworks of India and the USA is the practice of pre-censorship. In India, the Cinematograph Act of 1952 mandates that films must be certified by the Central Board of Film Certification before they are publicly exhibited, and the Board can require deletions or changes. In the USA, such prior restraint or pre-censorship of artistic works is generally considered unconstitutional under the First Amendment. This highlights the different constitutional approaches each country takes toward balancing freedom of expression with other societal interests like decency and public order.

230. (B) The Right to Information Act, 2005
A journalist who publishes information obtained through a formal request is exercising rights that are specifically provided by the Right to Information Act of 2005. This legislation empowers all citizens, including media professionals, to access information from public authorities, promoting transparency and accountability in government. By using this legal tool, journalists can uncover facts about public expenditure, policy decisions, and administrative actions, providing the public with reliable information that was previously difficult to obtain. The Act is a primary legal source for investigative reporting on government activities in modern India.

231. (A) Prevent the publication of material that insults or intimidates members of these communities.
In the context of the media, the primary purpose of the Scheduled Castes and Tribes (Prevention of Atrocities) Act of 1989 is to prevent the dissemination of content that could humiliate or incite hatred against these groups. The Act criminalizes actions that are insulting or intimidatory toward members of SC/ST communities. Media professionals must ensure their reporting and publications do not contribute to social discrimination or promote communal ill-will. This encourages a more responsible and sensitive approach to coverage of caste issues, ensuring that the media does not inadvertently commit an atrocity.

232. (C) It is a statutory, quasi-judicial watchdog for the print media.
The Press Council of India is characterized as a statutory and quasi-judicial body established by an Act of Parliament. Its main role is to act as an independent watchdog for the print media industry, preserving the freedom of the press and maintaining journalistic standards. As a quasi-judicial body, it has the authority to hear complaints and censure or warn journalists for ethical violations. It is not a government department, nor is it a trade union or a private company, but a specialized regulatory body dedicated to the standards of the newspaper industry.

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233. (C) The judiciary may step in to balance the two rights.
When there is a conflict between the fundamental right to freedom of expression and Parliamentary Privilege, the judiciary often plays a critical role in balancing the two. While the Constitution provides for both, neither is completely absolute when they come into conflict. The courts have the authority to interpret the scope of each right and ensure that the exercise of one does not unfairly or unconstitutionally undermine the other. This judicial review ensures a balanced approach that protects both the dignity of the legislature and the essential democratic right to free speech and press freedom.

234. (A) Paying for news, which can compromise its authenticity.
Checkbook journalism is an ethical concern that refers to the practice of paying sources or individuals for exclusive news information or interviews. This practice is widely criticized because the involvement of money can motivate sources to sensationalize or fabricate details, thereby compromising the accuracy and authenticity of the report. Ethical standards in journalism emphasize that news should be obtained through professional investigation and that the integrity of information should not be undermined by financial transactions, as this can mislead the public and damage the credibility of the entire profession.

235. (B) b and c only
The freedom of speech and expression in the Indian Constitution, as guaranteed under Article 19(1)(a), is an essential fundamental right that includes the freedom of the press. However, it is not absolute and is subject to reasonable restrictions on specific grounds listed in Article 19(2), such as public order, morality, and national security. Furthermore, this specific right is available only to citizens of India and not to all persons. While it is a crucial liberty, it is carefully balanced with other national and societal interests within the constitutional framework itself.

236. (B) The unauthorized reproduction of a photograph in a magazine.
The Copyright Act of 1957 is the primary legislation relevant in cases involving the unauthorized use of original creative works. This includes the reproduction of photographs, articles, or artwork without the permission of the owner. Since a photograph is considered an original artistic work, its unauthorized use in a magazine constitutes a copyright infringement. The Act provides a legal framework for creators to protect their work and seek remedies for its misuse, making it a critical area of law for the media and creative industries where content is a primary asset.

237. (C) CBFC
The regulatory body for films in India is the Central Board of Film Certification. It is a statutory body under the Ministry of Information and Broadcasting, established by the Cinematograph Act of 1952. Its primary role is to review films and documentaries to ensure they are suitable for public exhibition. The Board assigns appropriate ratings and certificates, such as U, U/A, or A, based on the content and its suitability for different age groups. All films intended for theatrical release or television broadcast in India must obtain certification from the CBFC.

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238. (C) Reputation
The law of defamation is fundamentally concerned with the protection of an individual's reputation. It provides a legal remedy for statements that are false and damaging to how a person is perceived in society. While other laws may deal with privacy, property, or life and liberty, defamation specifically targets harm done to one's character or standing. In both civil and criminal forms, the law aims to ensure that people are not unfairly injured by malicious or negligent imputations, balancing the right to free speech with the right to personal dignity and respect.

239. (A) Set legal precedents and clarify the interpretation of laws.
Studying famous cases related to media law is important because they set significant legal precedents and provide clarity on how the law should be interpreted and applied. These cases often involve complex constitutional issues, such as the boundaries of free speech versus national security or the definitions of obscenity and defamation. By analyzing the decisions

of the higher courts, media professionals and legal scholars can better understand the current legal landscape and the evolving principles that govern the media's rights and responsibilities in a modern democratic society.

240. (B) A system of rules that a country recognizes as regulating the actions of its members.
In a democratic society like India, the concept of law is best understood as a system of codified rules that are recognized and enforced by the state to regulate the actions of its members. Unlike arbitrary commands or optional guidelines, these laws are based on constitutional principles and legislative acts. They provide a predictable and fair framework for social interaction and the resolution of disputes. The rule of law ensures that all individuals and institutions are subject to the same standards, protecting fundamental rights while maintaining order and stability within the nation.

241. (D) Programme Code of the Cable Television Network Rules.
A television channel that broadcasts gory or excessively disturbing images without appropriate warnings may be in violation of the Programme Code of the Cable Television Network Rules. This Code contains specific guidelines on decency, social responsibility, and the protection of viewers' sensibilities. It prohibits content that is offensive to good taste or that could cause undue distress to the public. Compliance with this Code is mandatory for all cable operators and television channels in India, ensuring that broadcast content adheres to established standards of public decency and responsible media practice.

242. (A) Watchdog that holds power to account.
The adversarial role of the media means that it should function as an independent watchdog, scrutinizing the actions of those in power, particularly the government. This role is essential for ensuring transparency and holding public officials accountable for their policies and decisions. Instead of simply being a partner to authority, an adversarial media questions and investigates, providing the public with critical information that is necessary for a functioning democracy. This function is a core professional standard that ensures the media remains a separate and independent institution from the state and corporate interests.

243. (C) Print, electronic media, films, and advertising.
The Ministry of Information and Broadcasting has a comprehensive role in the regulation and policy-making for various sectors of the media in India. Its jurisdiction includes print media through the Registrar of Newspapers for India, electronic media through the licensing and regulation of television and radio, and the film industry through the Central Board of Film Certification. Additionally, it oversees government communications and advertising policies. This broad mandate makes the Ministry the apex body for managing the diverse media landscape, ensuring that all sectors operate within the established legal and policy frameworks.

244. (A) A highly polarized political conflict.
A journalist's ethical obligation to maintain impartiality and fairness is most severely tested when reporting on highly polarized political conflicts. In such situations, there is often intense pressure from different sides to present information in a biased or one-sided manner. Ethical reporting requires the journalist to resist these pressures, providing a balanced view of the conflict and allowing diverse perspectives to be heard. This commitment to objectivity ensures that the public receives accurate and trustworthy information, which is essential for informed decision-making and democratic debate during times of social or political tension.

245. (C) a, b, c, and e only
Several different legal frameworks apply to activities and content on the internet in India. The Information Technology Act of 2000 is the primary law for digital interactions. Additionally, the Indian Penal Code applies to crimes committed online, and the Copyright Act of 1957 protects original creative works in the digital space. The Constitution of India provides the fundamental framework for rights like freedom of expression online. However, the Cinematograph Act of 1952 is specifically for the certification of films and does not traditionally govern general internet content or digital communication platforms.

246. (A) The right to freedom of speech and expression under Article 19(1)(a).

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responsibilities, and the evolving role of the press in society.

220. (B) The Press and Registration of Books Act, 1867
The Press and Registration of Books Act of 1867 is the specific legislation that mandates an imprint line for all newspapers and books and prescribes penalties for failing to include it. Every printed item must clearly state the name of the printer, the name of the publisher, and the place of publication. This requirement is intended to ensure accountability by identifying those responsible for any publication. Non-compliance with these rules can result in fines or other legal penalties under this Act, which provides the primary regulatory framework for the registration and publication of print media.

221. (B) Fair comment on a matter of public interest
A journalist who publishes a critical opinion piece on a Supreme Court judgment after a case is closed is likely protected by the legal defense of fair comment on a matter of public interest. This principle allows individuals and the media to express their views and critique the decisions of the judiciary, provided the criticism is honest, based on true facts, and not motivated by personal malice. It is an essential part of free speech in a democracy, ensuring that judicial outcomes can be debated and scrutinized once the legal process is complete.

222. (A) A TV channel running a sting operation to expose child labour in a factory.
Running a sting operation to expose child labor is a clear example of the media's role in protecting and promoting human rights. By using investigative journalism to uncover violations of the law and abuses against vulnerable individuals, the media brings these issues to public attention and can prompt government action or social change. This proactive role goes beyond simple reporting and demonstrates how a free press can act as a powerful force for social justice, exposing hidden atrocities and advocating for the fundamental rights of marginalized or exploited groups in society.

223. (C) Freedom of the press and the right to circulate ideas.
The phrase freedom of speech and expression in Article 19(1)(a) of the Indian Constitution is interpreted broadly by the judiciary. It includes not only spoken and written words but also the freedom of the press and the right to circulate ideas and opinions through various media. This right encompasses the ability to disseminate information, the right to receive information, and the freedom to express views in any format, whether artistic, political, or social. This expansive interpretation is fundamental for the functioning of an independent media and for a healthy democratic public discourse.

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224. (D) Statement I is false, but Statement II is true.
Professional ethics are not merely personal opinions; instead, they provide a shared framework of principles and standards for making responsible decisions within a profession. In journalism, these ethics guide reporters on issues like accuracy, objectivity, and respect for privacy, ensuring that their work serves the public interest. While individual values may vary, professional ethical codes are essential for maintaining the integrity and credibility of the media as a whole. Therefore, the claim that ethics have no place in the field is false, while the description of their professional role is true.

225. (A) a, b, and c only
Several specific laws and codes in India directly impact the content of advertisements to ensure they are socially responsible. The Drugs and Magic Remedies Act prevents misleading health claims, while the Indecent Representation of Women Act prohibits derogatory portrayals of women. Additionally, the ASCI Code, which is given legal recognition for television, provides comprehensive standards for honesty and decency in commercials. While other acts like the Official Secrets Act or the Working Journalists Act are important for the media sector, they do not have a primary or direct impact on advertisement content.

226. (C) The principle of transparency and the public's right to know
The Official Secrets Act of 1923 is often criticized for being fundamentally at odds with the principles of transparency and the public's right to information. Its emphasis on maintaining absolute state secrecy and criminalizing the disclosure of government documents can hinder the media's ability to inform citizens about the

253. (C) Publishing the personal details of a crime victim without their consent.
Media entities occasionally encounter situations where actions are legally allowed but represent significant ethical breaches. A prominent example involves disclosing the identity of a victim in sensitive cases. Although such a disclosure might not violate specific statutory laws in every context, it frequently contravenes professional standards and moral principles regarding the dignity and privacy of vulnerable individuals.

254. (D) Professional censure and a decline in public credibility.
Unlike legal transgressions that result in formal punitive actions by the state, lapses in ethical conduct lead to different types of consequences. Media organizations failing to uphold moral principles often face professional censure from their peers or regulatory bodies. More importantly, such failures result in a significant loss of public trust and credibility, damaging the organization's social standing.

255. (C) It sets the legal parameters and boundaries for media operations.
The constitutional framework in India establishes the necessary legal boundaries within which media organizations must function. It provides the foundational rules that define the scope of operations while protecting fundamental rights. This legal structure operates alongside a parallel discourse on ethics, which serves as a moral compass and ensures that the media fulfills its broader social responsibilities.

256. (B) Article 19(1)(a) of the Constitution.
Article 19(1)(a) of the Indian Constitution provides the specific legal foundation for the freedom of speech and expression. This critical provision empowers all citizens to communicate their thoughts, opinions, and convictions through various mediums, including writing and printing. It serves as a democratic cornerstone, ensuring individuals can share information and ideas freely across different platforms within society.

257. (D) a right subject to reasonable restrictions specified in the Constitution.
Freedom of speech and expression is not an absolute right in the Indian legal system. Instead, it remains subject to reasonable restrictions outlined in Article 19(2). The state holds the power to limit this freedom to protect national interests, such as sovereignty, security, and public order. This ensures a necessary balance between individual liberty and collective societal needs.

258. (A) Criticism of government policy.
Article 19(2) specifies several grounds for restricting free speech, including the security of the State, public order, and contempt of court. However, criticizing government policy is not listed as a valid ground for imposing reasonable restrictions. This distinction protects the democratic right of citizens and the media to scrutinize and debate the actions of the ruling administration.

259. (C) To interpret "reasonable restrictions" and balance individual rights with societal interests.
The judiciary plays a vital role in protecting freedom of expression by interpreting the scope of reasonable restrictions. Courts must constantly balance individual rights against the broader interests of society. This judicial oversight prevents government encroachment on constitutional freedoms while ensuring that speech is not misused in ways that harm national security, public order, or the reputation of others.

260. (A) empowerment and limitation, defining the scope of the right.
Article 19(1)(a) and Article 19(2) function together to define the operational scope of free speech in India. While the first provision empowers citizens with the right to express themselves, the second provision sets necessary legal limitations on that right. This relationship ensures that the freedom is exercised responsibly without compromising essential collective interests like national security or morality.

261. (D) IPC 499
Section 499 of the Indian Penal Code serves as the primary legal provision defining the offence of defamation. It details how the reputation of an individual can be harmed through spoken or written words, signs, or visible representations. This section establishes the criteria for identifying defamatory acts, which are then subject to

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punishment as prescribed in subsequent legal sections.

262. (B) Libel is defamation in a permanent form, while slander is in a transient form.
Libel and slander represent two distinct forms of defamation categorized by their medium of expression. Libel refers to defamatory statements made in a permanent form, such as writing or printing in newspapers. In contrast, slander involves transient or spoken defamation. While both are covered under criminal law, the distinction remains important in civil law for determining legal damages.

263. (C) the target of the harmful expression (individual vs. state).
Defamation and sedition are distinguished primarily by the target of the harmful expression. Defamation focuses on protecting the reputation of an individual person from malicious or false claims. Sedition, governed by different legal provisions, addresses acts that target the state itself by attempting to incite hatred or disaffection against the government established by law in the country.

264. (D) Section 124(A)
Section 124(A) of the Indian Penal Code specifically addresses the offence of sedition. This law targets expressions or actions that bring hatred or contempt toward the government or attempt to excite disaffection against the state. Because sedition is viewed as a threat to the stability and authority of the nation, it carries significantly more severe legal consequences than defamation.

265. (A) Defamation under IPC 499.
A journalist who publishes false information damaging the personal reputation of an individual, such as a politician, would typically face charges under Section 499 of the Indian Penal Code. This provision specifically addresses the harm done to an individual's social standing. Such an act is treated as defamation because it targets the person's character rather than the state.

266. (B) To protect judicial institutions and preserve public confidence in them.
The Contempt of Courts Act, 1971, is designed to protect the integrity of the judiciary and maintain public confidence in the legal system. By preventing motivated attacks and willful disobedience, the Act ensures that the administration of justice functions effectively. This legal protection is essential for maintaining the authority and dignity of the courts against unwarranted interference or scandal.

267. (A) Willful disobedience to a court's judgment or order.
Civil contempt is specifically defined as the willful disobedience of any judgment, decree, direction, or order issued by a court. It also includes the intentional breach of an undertaking given to a court. This differs from criminal contempt, which involves actions like scandalizing the court or interfering with the administration of justice through public statements or published media content.

268. (C) To allow Parliament to function without obstruction or fear.
Parliamentary Privileges are special rights and immunities granted to the Houses of Parliament and their members. These privileges are intended to ensure that the legislature can perform its essential functions without fear of outside interference or obstruction. They protect members from legal challenges related to their conduct within the House, thereby safeguarding the independence and efficiency of the legislative process.

269. (D) Publishing an article that casts aspersions on a member's conduct within the House.
A media house might face charges for breaching Parliamentary Privilege if it publishes content that casts aspersions on a member's character regarding their conduct inside the House. While the media serves a watchdog role, it must respect the special immunities designed to protect legislative functions. Crossing this line can lead to punitive actions taken directly by the legislative body.

270. (C) The media must maintain a delicate balance between its reporting duties and legal restrictions.
The metaphor of a tightrope walk illustrates the challenge journalists face while navigating between their professional duties and legal

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constraints. Media professionals must fulfill their watchdog role by reporting on the judiciary and legislature while avoiding legal pitfalls like contempt or breach of privilege. This requires maintaining a delicate balance to ensure accurate reporting without violating specific statutory protections.

271. (C) To protect national security by preventing unauthorized disclosure of information.
The Official Secrets Act, 1923, primarily aims to safeguard national security by prohibiting espionage and the unauthorized sharing of sensitive government data. This law establishes a framework where information held by the state can be classified as secret. Communication of such information is a punishable offence, reflecting the state's interest in protecting itself from spying and potential security threats.

272. (B) As a procedural law for accountability and registration of publications.
The Press and Registration of Books Act, 1867, functions as a procedural law focused on administrative regulation and accountability. It requires the registration of printing presses and newspapers with designated authorities. By mandating that the names of printers and publishers be clearly stated on publications, the Act ensures there is a permanent public record and legal identity for all materials.

273. (D) Investigative journalism.
The Official Secrets Act poses a major challenge to investigative journalism because it allows the government to classify a wide range of information as secret. Journalists seeking to expose government actions in the public interest may risk prosecution for unauthorized disclosure. This creates a restrictive environment where accessing and disseminating sensitive information becomes legally hazardous for those performing a watchdog function.

274. (A) Printing the names of the printer and publisher on the material.
Under the Press and Registration of Books Act, 1867, every published book or paper must include the names of the printer and publisher. Additionally, the place of printing and publication must be clearly printed on the material. These requirements are intended to establish transparency and ensure that individuals are held accountable for the content they produce and distribute publicly.

275. (C) The OSA is a restrictive law for security, while the PRB Act is an administrative law for accountability.
The Official Secrets Act and the Press and Registration of Books Act represent different facets of media regulation. The former is a restrictive law focused on national security and preventing the leak of government information. In contrast, the latter is an administrative and procedural statute designed to ensure the accountability of publishers and maintain an organized record of printed materials.

276. (A) To regulate the conditions of service and welfare of newspaper employees.
The Working Journalists and other Newspaper Employees Act, 1955, is a social welfare statute focused on the service conditions of media workers. It regulates essential aspects of employment, including work hours, leave entitlements, gratuity, and retrenchment policies. The primary goal is to ensure the welfare and fair treatment of employees working within various establishments in the newspaper industry.

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277. (D) To fix and revise the rates of wages for newspaper employees.
Wage Boards are statutory bodies established to fix and revise wage rates for journalists and non-journalist employees in the newspaper sector. Appointed by the central government, these boards analyze the economic conditions of the industry to determine fair compensation. This mechanism ensures that pay structures are not arbitrary and that workers receive wages that reflect contemporary economic realities and standards.

278. (B) Once they are accepted and notified by the government.
Recommendations made by a Wage Board do not have immediate legal force upon submission. Instead, they become legally binding only after the central government accepts and formally notifies them. Once this notification occurs, the specified wage rates and service conditions must be implemented by newspaper establishments,

(A) Advertising revenue
(B) Public funding
(C) Government subsidy
(D) Philanthropic donation

9. What is a key characteristic of the Indian media industry post-liberalisation?
(A) A significant decrease in the total number of operational media outlets.
(B) The continued dominance of state-owned media across all communication sectors.
(C) Increased competition and the entry of private and foreign industry players.
(D) A complete shift from advertising-based to subscription-based revenue models.

10. A TV producer who arranges all the necessary personnel, equipment, and locations for a shoot is engaged in which phase of production?
(A) Pre-production
(B) Production
(C) Post-production
(D) Distribution

11. The following question consists of two statements — Assertion (A) and Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): In media management, 'controlling' involves monitoring performance and comparing it with set goals.
Reason (R): Without controlling, a media organization cannot ensure that its strategic objectives are being met efficiently.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

12. The principle of 'balance' in communication design refers to:
(A) The strategic use of equally bright and high-contrast primary colors.
(B) The distribution of visual weight of objects, colors, texture, and space.
(C) The specific number of words used to construct a compelling headline.
(D) The overall financial viability and budget of the entire design project.

13. What is 'Desktop Publishing' (DTP) primarily used for?
(A) Recording audio for radio programs.
(B) Editing video for television shows.
(C) Creating page layouts for print media using a computer.
(D) Managing social media accounts for a brand.

14. In digital media, a 'podcast' is best described as:
(A) A live video stream broadcast on a social media or networking platform.
(B) A short, animated image file used for digital communication or social media.
(C) A text-based blog post containing numerous embedded hyperlinks and images.
(D) An episodic series of digital audio files downloadable to a personal device.

15. What does the term 'FDI' stand for in the context of the Indian media industry post-liberalisation?
(A) Foreign Direct Investment
(B) Federal Department of Information
(C) Free Digital Interface
(D) Film Distribution Initiative

16. Which of the following is NOT a primary function of media management?
(A) Planning
(B) Censoring
(C) Organizing
(D) Leading

17. Consider the following statements regarding the 'grammar of electronic media'.
a. It is a fixed and unchanging set of rules.
b. It includes the use of camera shots, angles, and movements to convey meaning.
c. It is only relevant for television production and not for radio.
d. Editing techniques like cuts, dissolves, and fades are a core part of this grammar.
Which of the above statement(s) is/are correct?
(A) a and c
(B) b and d
(C) a and b
(D) c and d

18. Asymmetrical balance in communication design achieves equilibrium through:
(A) Contrasting elements and their visual weights, which are unequal but still create

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The Copyright Act, 1957, serves to protect the rights of creators who produce original literary, dramatic, musical, or artistic works. It grants authors exclusive rights to reproduce, distribute, and adapt their creations for a specified period. This legal framework provides an essential economic incentive for innovation and creativity by ensuring that creators maintain control over their unique intellectual output.

288. (B) The promotion of transparency versus the protection of creative ownership.
The tension between the Right to Information Act and the Copyright Act arises from their conflicting goals. One Act promotes transparency and the public's right to know by facilitating access to government data. The other focuses on protecting creative ownership and granting exclusive rights to authors. Navigating these frameworks requires balancing the needs of an informed public with the interests of creators.

289. (D) 'Fair dealing'.
Fair dealing is a crucial provision within the Copyright Act that permits the limited use of copyrighted material without the creator's explicit permission. This allowance is specifically intended for purposes such as news reporting, criticism, and research. It ensures that copyright protections do not become an absolute barrier to the free flow of information or the media's ability to report effectively.

290. (A) It serves as a tool to access government information for their watchdog role.
The Right to Information Act is an essential tool for journalists performing their watchdog role in society. It provides a formal mechanism to request and receive information from public authorities that might otherwise remain hidden. By accessing this data, journalists can hold the government accountable and provide the public with accurate reports on the functioning of various state institutions and policies.

291. (C) To regulate the operation and content of cable TV networks.
The Cable Television Network (Regulation) Act, 1995, was established to oversee the operations and content of cable TV networks. It mandates the registration of all cable operators and gives the government power to enforce specific program and advertising codes. This ensures that the content transmitted through these networks adheres to established standards regarding decency, morality, and national interest in India.

292. (A) The Central Board of Film Certification (CBFC).
The Central Board of Film Certification (CBFC) is the statutory body created under the Cinematograph Act, 1952, to regulate film content. Its primary responsibility is to examine and certify films for public exhibition. The board can demand modifications or refuse certification if a film violates guidelines related to national security, public order, decency, or other restrictions defined by the Constitution.

293. (D) provide a legal framework for electronic transactions and data.
The Information Technology Act, 2000, provides the primary legal framework for electronic transactions and data protection in India. While its main goal is to give legal recognition to digital communications, it also includes provisions for addressing cybercrimes and objectionable online content. This law governs the digital landscape, ensuring that electronic commerce and data exchange are regulated and legally enforceable.

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294. (B) The reasonable restrictions on free speech under Article 19(2).
The Central Board of Film Certification can refuse to certify a film for public exhibition based on grounds similar to the reasonable restrictions in Article 19(2). These grounds include interests of sovereignty, integrity, security of the state, and public order. This link ensures that film censorship aligns with the same constitutional principles that limit free speech in other forms of media.

295. (C) They represent a sectoral approach to regulating different media platforms.
The Cable Television Network Act, the Cinematograph Act, and the Information Technology Act share a common sectoral approach to regulation. Each piece of legislation targets a specific media platform—television, film, and the internet—to address the unique technological and social challenges they present. This allows the state to apply tailored rules that

29. Identify which of the following are key principles of management applicable to the media industry.
a. Division of work
b. Unity of command
c. Remuneration
d. Censorship of competitors
e. Esprit de corps
Which of the above statement(s) is/are correct?
(A) a, b, c, d
(B) b, c, d, e
(C) a, b, c, e
(D) a, c, d, e

30. What is a 'dissolve' transition in video editing?
(A) An abrupt and instantaneous change from one shot to a subsequent shot.
(B) A line or shape that moves across the screen to reveal the next shot.
(C) A freeze-frame effect applied at the conclusion of a specific narrative scene.
(D) One shot gradually disappears while the subsequent shot gradually appears.

31. Which of the following is an incorrect statement about the concept of media management?
(A) It is solely focused on maximizing profit, ignoring all ethical considerations.
(B) It involves managing human resources, finances, and technology in a media house.
(C) It requires an understanding of both management principles and the creative nature of media.
(D) Strategic planning is a crucial component of modern media management.

32. The RGB color model, used for digital displays, is an example of a(n):
(A) Subtractive color model
(B) Additive color model
(C) Tertiary color model
(D) Analogous color model

33. 'Storyboarding' in electronic media production is the process of:
(A) Writing the final script with all dialogues.
(B) Creating a sequence of drawings to visualize the shots of a production.
(C) Editing the final audio track.
(D) Casting actors for different roles.

34. A key feature of 'Non-Linear Editing' (NLE) systems is:
(A) The ability to access any frame directly and make changes independently.
(B) The inherent inability to undo or reverse any previous editing decisions.
(C) The technical requirement to edit scenes in a strictly sequential order.
(D) The use of physical film strips that are manually cut and spliced together.

35. Match the Media Economics Concepts in List I with their corresponding Descriptions in List II.
List I: (Media Economics Concept)
P. Economies of Scale
Q. Vertical Integration
R. Horizontal Integration
S. Syndication
List II: (Description)
1. A media company buying its competitors (e.g., one newspaper chain buying another).
2. Selling the rights to rebroadcast content (e.g., a TV show) to other stations.
3. A media company owning different stages of production and distribution (e.g., a film studio owning a cinema chain).
4. The cost per unit of production decreases as the scale of production increases.
Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-1, S-2
(C) P-4, Q-1, R-3, S-2
(D) P-2, Q-3, R-1, S-4

36. Which principle of management, particularly relevant post-liberalisation, emphasizes creating a shared sense of mission and team spirit within a media organization?
(A) Division of Work
(B) Esprit de Corps
(C) Authority and Responsibility
(D) Scalar Chain

37. A 'tilt' in camera movement is:
(A) The horizontal pivoting of the camera from left to right.
(B) Moving the entire camera stand towards the subject.
(C) A shot taken from a high angle.
(D) The vertical pivoting of the camera up or down.

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CHAPTER 07

Media Management and Production

1. Which of the following best defines media management?
(A) The technical process of producing media content.
(B) The application of classical management functions and principles to media organizations.
(C) The legal regulation of media content and distribution.
(D) The study of media effects on society.

2. In the grammar of electronic media, what does a 'pan' shot involve?
(A) Swiveling the camera horizontally on a fixed axis.
(B) Moving the camera up or down on a vertical axis.
(C) Moving the entire camera physically forward or backward.
(D) A rapid transition from one scene to another.

3. Which communication design theory suggests that humans tend to group similar elements and perceive them as a complete picture?
(A) Semiotics
(B) Agenda-Setting Theory
(C) Gestalt Theory
(D) Color Theory

4. Identify the correct statement regarding pre-press in print production.
(A) The final stage where the printed material is bound, trimmed, and finished.
(B) The primary printing process itself, such as using an offset or gravure press.
(C) A specialized term used exclusively for modern digital media production.
(D) All the steps before actual printing, including typesetting and color correction.

5. Match the following Media Management Functions in List I with their respective Activities in List II.
List I: (Media Management Function)
P. Planning
Q. Organizing
R. Leading
S. Controlling
List II: (Activity)
1. Motivating the news team to meet a deadline.
2. Reviewing monthly advertising revenue against targets.
3. Creating a departmental structure for a new television channel.
4. Setting goals for the next fiscal year.
Codes:
(A) P-4, Q-3, R-1, S-2
(B) P-1, Q-2, R-4, S-3
(C) P-3, Q-4, R-2, S-1
(D) P-4, Q-1, R-3, S-2

6. Which of the following is an example of non-diegetic sound in a film?
(A) The dialogue spoken by characters on screen.
(B) A background music score added to enhance the mood of a scene.
(C) The sound of a car engine starting as the character turns the key.
(D) Footsteps of a character walking on a gravel path.

7. The term 'grammar of electronic media' primarily refers to the:
(A) Legal and ethical rules governing the regulation of broadcasting content.
(B) Financial and corporate structure of television and radio stations.
(C) Formal linguistic standards used for professional broadcast journalism.
(D) Conventions, codes, and techniques used to construct meaning in audio-visual media.

8. Which concept is central to the economics of mass media, representing the primary source of income for many commercial media outlets?

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reflect the specific characteristics and impacts of different mediums.

296. (D) To preserve press freedom and improve journalistic standards.
The Press Council of India has two primary mandates: preserving the freedom of the press and improving the standards of newspapers and news agencies. As a statutory, quasi-judicial body, it works to protect the independence of print media while ensuring that journalists adhere to professional standards. It serves as a regulatory body that balances freedom with the responsibility of ethical reporting.

297. (A) a framework for professional ethics and journalistic conduct.
Guidelines issued by the Press Council of India establish a comprehensive framework for professional ethics and journalistic conduct. These guidelines address various issues, such as the right to reply and the necessity of pre-publication verification. While not always legally binding like statutes, they provide essential moral and professional standards that guide the behavior of journalists and news organizations in their work.

298. (B) The media's function as a watchdog holding power accountable.
The adversarial role of the media refers to its function as a watchdog that holds those in power accountable. By investigating and reporting on the actions of government and other institutions, the media ensures transparency and checks the misuse of authority. This role is fundamental to a healthy democracy, as it provides the public with information necessary to evaluate institutional performance.

299. (B) The responsibility to uphold human rights.
While performing its adversarial role, the media has a profound responsibility to uphold human rights and respect individual dignity. The power to shape public opinion must be balanced with accurate and sensitive reporting. Ensuring that the pursuit of accountability does not violate the rights of individuals is essential for maintaining the ethical integrity and social responsibility of media organizations and journalists.

300. (A) Professional organisations through their codes of conduct.
Professional organizations contribute to the regulatory environment of the media through their own specific codes of conduct. These voluntary standards complement statutory laws and guidelines from government bodies like the Ministry of Information and Broadcasting. Together, these various codes of conduct form the ethical basis for the media profession, guiding journalists in their responsibility to report truthfully and fairly.

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a sense of balance.
(B) A perfect mirroring of visual elements on either side of a central vertical axis.
(C) The use of identical elements and consistent patterns throughout the composition.
(D) Placing all primary visual elements in the exact center of the page.

19. The process of burning an image onto a printing plate is a key step in which printing technology?
(A) Digital Printing
(B) Screen Printing
(C) Offset Lithography
(D) Flexography

20. A key advantage of digital media production over traditional electronic media is:
(A) The requirement of more expensive and specialized equipment.
(B) The limited distribution channels available.
(C) The inability to make changes once production is complete.
(D) The ability to have non-linear access and editing capabilities.

21. The 'dual product' nature of commercial media refers to selling:
(A) Two different newspapers under the same company.
(B) Both print and digital subscriptions.
(C) Content to audiences and audiences to advertisers.
(D) Hardware and software for media consumption.

22. A significant impact of economic liberalisation on the Indian media industry was:
(A) The strengthening of the government's monopoly on television broadcasting.
(B) The introduction of satellite television and the growth of private channels.
(C) A decline in the circulation of newspapers and magazines.
(D) The prohibition of foreign investment in media companies.

23. Arrange the following stages of television production in the correct chronological order.
I. Principal Photography (Shooting)
II. Scriptwriting and Storyboarding
III. Video Editing and Sound Mixing
IV. Casting and Location Scouting
(A) I, II, IV, III
(B) IV, II, III, I
(C) II, I, IV, III
(D) II, IV, I, III

24. A shot that shows a scene from the direct perspective of a character is called a:
(A) Point-of-View (POV) shot
(B) Master shot
(C) Crane shot
(D) Two-shot

25. The concept of 'unity' in communication design practice refers to:
(A) Ensuring all elements of the design have the same exact size and shape.
(B) Utilizing only one primary color throughout the entire design composition.
(C) All parts of the design working together to be seen as a whole, creating a sense of completion.
(D) The requirement that the design be created by a single professional designer.

26. Which of the following is considered a post-press activity in print production?
(A) Binding and trimming
(B) Color separation
(C) Proofreading
(D) Plate making

27. 'Mobile Journalism' or 'MoJo' refers to:
(A) A style of journalism focusing primarily on transportation and logistics issues.
(B) A print magazine publication dedicated to reviews of mobile technology.
(C) A television show format that is broadcast exclusively via mobile applications.
(D) An emerging form of new media storytelling where reporters use smartphones for every aspect of the process.

28. The revenue model based on users paying a regular fee to access content is known as:
(A) Advertising model
(B) Subscription model
(C) Freemium model
(D) Syndication model

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providing a statutory guarantee for the financial stability and welfare of the media professionals.

279. (C) representative, including employers, employees, and independent members.
A Wage Board is structured to be representative of different stakeholders within the newspaper industry. Its composition typically includes representatives from employers and employees, along with independent members. Often led by a retired or sitting judge from a High Court or the Supreme Court, this balanced membership ensures that diverse perspectives are considered when determining fair wages and service conditions.

280. (D) An effort to secure the economic welfare and financial stability of media workers.
The creation of Wage Boards under the 1955 Act demonstrates the state's commitment to securing the economic welfare of media workers. By establishing a formal mechanism for wage revision, the law protects employees from financial instability and unfair pay practices. This effort reflects a broader objective to support the sustainability of the journalism profession through state-led regulation of service conditions.

281. (A) Sections 292-294
Sections 292, 293, and 294 of the Indian Penal Code provide the primary legal framework for criminalizing obscenity. These provisions prohibit the sale, distribution, and public exhibition of materials deemed obscene. They aim to protect societal morality by preventing the circulation of content that is considered depraved or corrupting, according to established legal standards and contemporary community norms in India.

282. (B) It allowed a work to be judged by its effect on the most susceptible person, based on isolated parts.
The Hicklin test faced significant criticism for allowing a work to be judged as obscene based on isolated passages rather than the entire content. Furthermore, it evaluated the material's impact on the most susceptible minds, such as children, rather than an average person. This approach was often viewed as overly restrictive, potentially suppressing artistic expression based on limited, sensitive viewpoints.

283. (B) literary, artistic, political, or scientific value.
The Miller test establishes that for a work to be considered obscene, it must lack serious literary, artistic, political, or scientific value. This standard requires evaluating the work as a whole rather than focusing on specific segments. By including this requirement, the test protects legitimate creative and intellectual expressions from being suppressed under obscenity laws, provided they serve a serious purpose.

284. (A) To prohibit depictions of women that are indecent or denigrating.
The Indecent Representation of Women (Prohibition) Act, 1986, was specifically enacted to prevent the denigrating depiction of women in various media forms. It prohibits advertisements, publications, and other materials that portray women in an indecent or offensive manner. This specialized law addresses gender-specific concerns regarding obscenity and aims to protect the dignity of women against harmful or exploitative representations.

285. (C) The Miller test considers the work as a whole, whereas the Hicklin test could focus on isolated passages.
The Miller test differs from the Hicklin test by requiring the work to be evaluated as a whole. While the Hicklin test could declare a work obscene based on isolated passages, the Miller test applies the contemporary community standards of an average person. This holistic approach provides a more balanced assessment of artistic intent and reduces the likelihood of unnecessary censorship.

286. (D) To empower citizens to access information held by public authorities.
The Right to Information Act, 2005, is designed to empower citizens by providing them with the legal right to access information held by public authorities. This statute promotes transparency and accountability in government operations. By making public data accessible, the Act allows citizens and journalists to scrutinize the actions of the state, thereby strengthening the foundations of democratic governance.

287. (C) The creators of original literary, artistic, and other works.

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38. In typography, what is the primary distinction between serif and sans-serif fonts?
(A) Serif fonts have small lines or strokes attached to the end of larger strokes in letters; sans-serif fonts do not.
(B) Serif fonts are always italicized, while sans-serif fonts are always bold.
(C) Serif fonts are used for digital screens, and sans-serif fonts are used for print.
(D) Serif fonts are monospaced, while sans-serif fonts are proportionally spaced.

39. In radio production, the process of mixing multiple audio sources (voice, music, sound effects) into a final track is called:
(A) Scripting
(B) Broadcasting
(C) Sound design or Audio mixing
(D) Casting

40. An 'infographic' is a digital media product that primarily aims to:
(A) Present information, data, or knowledge visually and engagingly.
(B) Provide a long-form audio narrative on a specific topic.
(C) Create a platform for user-generated text content.
(D) Stream live events in virtual reality.

41. The following question consists of two statements — Assertion (A) and Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The economic liberalisation of 1991 led to a significant proliferation of private television channels in India.
Reason (R): The government's policy shift allowed for private and foreign investment in the broadcasting sector, breaking the monopoly of Doordarshan.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

42. The 'Rule of Thirds' is a compositional guideline in visual arts and media production that suggests:
(A) A scene that should always be filmed using at least three separate cameras.
(B) An image divided into nine parts with elements placed at the intersections.
(C) A rule stating only one-third of the frame should contain the main subject.
(D) A budget rule dividing funds equally between pre-production and production.

43. Which of the following is NOT a type of printing process?
(A) Offset
(B) Gravure
(C) Storyboarding
(D) Flexography

44. Which term describes the merging of previously distinct media technologies and platforms (e.g., print, broadcast, internet) into a new, integrated form?
(A) Diversification
(B) Fragmentation
(C) Liberalisation
(D) Convergence

45. In media management, setting audience reach targets for a new web series is an example of which function?
(A) Planning
(B) Controlling
(C) Staffing
(D) Directing

46. What does a 'Medium Shot' (MS) typically show in the grammar of electronic media?
(A) A shot that displays the subject's face and eyes in extremely great detail.
(B) A shot that captures the subject from roughly the waist to the head.
(C) The subject's full body shown within the context of the surrounding environment.
(D) A very wide view of the landscape or the setting where the action occurs.

47. Consider the following statements regarding digital media production.
a. It exclusively uses analog equipment for recording and editing.
b. It allows for easy duplication and distribution of content via the internet.
c. The final product is often interactive,

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files.
(B) A marketing technique where users help spread content, which in turn brings in new users who also spread the content.
(C) A repetitive audio effect used in podcasting.
(D) A legal agreement for distributing digital content.

131. The concept of 'content as king' in media management implies that:
(A) The distribution technology is more important than the content itself.
(B) High-quality, engaging content is the ultimate driver of success for a media organization.
(C) Only content approved by the government should be produced.
(D) Media managers should have royal titles.

132. A 'wipe' is a video transition where:
(A) A video transition where the screen gradually fades to a solid black.
(B) A transition where one shot is gradually replaced by a second shot.
(C) One shot being pushed off by another, often with a visible line or pattern.
(D) An effect where the image is digitally distorted for a transition.

133. The process of analyzing target audiences and defining communication objectives is part of:
(A) The final printing stage.
(B) The strategic phase of communication design.
(C) The distribution of the final product.
(D) The financial audit of a media company.

134. Which of these is a defining characteristic of post-production in the digital era?
(A) Use of physical film splicing.
(B) The exclusively linear workflow.
(C) Heavy reliance on non-linear editing (NLE) software like Adobe Premiere Pro or Final Cut Pro.
(D) The inability to incorporate visual effects.

135. The economic term for the situation where the consumption of a media product by one person does not prevent others from consuming it is:
(A) Rivalry
(B) Excludability
(C) Non-rivalry
(D) Scarcity

136. Strategic management in a media company post-liberalisation involves:
(A) Only focusing on day-to-day operations.
(B) Ignoring the competition and market trends.
(C) Making long-term plans to navigate a competitive and changing environment.
(D) Avoiding any new technology.

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137. Which of the following is NOT part of the traditional 'three-point lighting' setup in electronic media production?
(A) Key light
(B) Fill light
(C) Back light
(D) Flood light

138. The selection of a specific typeface, point size, and line spacing for a book is a task of:
(A) The author
(B) The communication designer or typographer
(C) The printer
(D) The distributor

139. In the context of electronic media production, what is the role of a 'floor manager'?
(A) To operate the main broadcast camera.
(B) To manage the business and financial aspects of the studio.
(C) To be the director's representative on the studio floor, cueing performers and directing stagehands.
(D) To write the script for the show.

140. Which digital production technique allows creators to superimpose subjects onto a different background by shooting them in front of a solid-colored screen?
(A) Rotoscoping
(B) Chroma keying (Green Screen)
(C) Motion capture
(D) Time-lapse

141. The following question consists of two statements — Assertion (A) and Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): Media economics in India has seen a shift towards subscription-based models,

(A) Monopoly
(B) Perfect Competition
(C) Oligopoly
(D) Monopsony

58. What is the most appropriate description of 'communication design'?
(A) A strategic practice of planning and projecting ideas and experiences with visual and textual content.
(B) A synonym for graphic design, focused only on aesthetics.
(C) The engineering behind communication technologies.
(D) The legal framework for public communication.

59. Identify the challenges faced by media managers in India post-liberalisation from the list below.
a. Increased competition from private and international players.
b. The need to adapt to rapid technological changes and media convergence.
c. Managing a diverse workforce with specialized skills.
d. A complete lack of government regulation.
e. Balancing commercial interests with journalistic ethics.
Which of the above statement(s) is/are correct?
(A) a, b, d, e
(B) a, c, d
(C) a, b, c, e
(D) d, e

60. 'Hot metal typesetting' is a technique associated with:
(A) Modern digital media production.
(B) Historical and traditional print production methods.
(C) Traditional television broadcasting.
(D) Radio sound effect creation.

61. 'Leading', as a function of media management, is best described as:
(A) Setting organizational goals and strategies.
(B) Arranging resources and tasks to achieve objectives.
(C) Influencing and motivating employees to achieve organizational goals.
(D) Monitoring activities and correcting deviations.

62. A 'jump cut' is an editing technique that:
(A) Involves an abrupt transition from one scene to another, often creating a jarring effect.
(B) Creates a smooth and seamless transition between two shots.
(C) Gradually fades one shot into another.
(D) Combines two different camera angles of the same action.

63. The Gestalt principle of 'Proximity' suggests that:
(A) The tendency to perceive elements that are similar in appearance as a group.
(B) The way the human eye follows lines, curves, or a sequence of shapes.
(C) The tendency to perceive objects placed close together as a single group.
(D) The way the mind seeks to see complete figures even when parts are missing.

64. What is a significant difference between TV production and radio production?
(A) Radio production does not require scripting.
(B) TV production involves a visual component (video), while radio is purely an audio medium.
(C) Post-production is only necessary for television.
(D) Radio production is always more expensive than TV production.

65. Match the following Digital Media Terms in List I with their Definitions in List II.
List I: (Digital Media Term)
P. Blog
Q. Wiki
R. Podcast
S. Meme
List II: (Definition)
1. An episodic audio or video file available for download.
2. A humorous image, video, or piece of text that is copied and spread rapidly by Internet users.
3. A website or database developed collaboratively by a community of users, allowing any user to add and edit content.
4. A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

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(A) Writing, directing, acting.
(B) Concept, funding, marketing.
(C) Pre-production, Production, Post-production.
(D) Shooting, editing, broadcasting.

110. 'User-Generated Content' (UGC) is a defining feature of:
(A) Traditional offset printing.
(B) Early state-controlled television.
(C) Digital and social media platforms (Web 2.0).
(D) Analog radio broadcasting.

111. The following question consists of two statements — Assertion (A) and Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The grammar of electronic media, including shot types and editing, is a universal language understood by audiences globally.
Reason (R): While there are cultural variations, the fundamental principles of visual storytelling developed by filmmakers have created a widely shared set of conventions.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

112. The term 'Vertical Integration' in the context of media commerce refers to:
(A) A company buying out its direct competitors in the same specific industry.
(B) Owning multiple stages of the supply chain, like production and distribution.
(C) A large company expanding into completely unrelated business areas.
(D) A small company focusing on a single, highly specialized niche market.

113. One of the key principles for managing media in the post-liberalisation era is 'adaptability'. Why is this important?
(A) Because government regulations are constantly changing.
(B) To cope with rapid technological disruptions and shifting audience behavior.
(C) Because media organizations need to change their name every year.
(D) To ensure that no new employees are hired.

114. A 'crane shot' allows the camera to:
(A) Move smoothly in any direction, often high above the ground.
(B) Remain perfectly still for a long duration.
(C) Rotate 360 degrees on a horizontal plane.
(D) Capture extreme close-up details.

115. A media manager deciding on the salary structure for journalists is performing which kind of management role?
(A) A purely creative role.
(B) A human resource management and financial planning role.
(C) A technical operations role.
(D) A public relations role.

116. 'Typography' is the art and technique of:
(A) Taking photographs.
(B) Arranging type to make written language legible, readable, and appealing.
(C) Recording and mixing sound.
(D) Creating maps and geographical charts.

117. 'Flexography' is a printing technique commonly used for:
(A) High-end art books.
(B) Packaging materials like cardboard boxes and plastic bags.
(C) Daily newspapers in large metropolitan areas.
(D) Business cards and stationery.

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118. The ability to directly interact with, modify, and contribute to media content is a hallmark of:
(A) Old media
(B) Passive media consumption
(C) Interactive digital media
(D) Analog broadcasting

119. A major source of commerce for Indian mass media that involves brands paying to have their products featured within a TV show or film is called:
(A) Government subsidy
(B) Product placement
(C) Public service announcement
(D) Syndication fee

(D) A technique used to end a scene abruptly and transition to the credits.

76. The concept of 'rhythm' in communication design is achieved by:
(A) A design strategy using only static and unmoving visual elements.
(B) Repeating visual elements to create a sense of organized movement.
(C) Placing the most important design element in the center of the page.
(D) Achieving balance through a perfectly symmetrical and mirrored layout.

77. Consider the following techniques and identify those used in electronic media production.
a. Storyboarding
b. Three-point lighting
c. Typesetting
d. Sound mixing
Which of the above statement(s) is/are correct?
(A) a, b, c
(B) b, c, d
(C) a, c, d
(D) a, b, d

78. The process of producing content for social media, such as creating short videos, images, and posts, falls under:
(A) Traditional print production.
(B) Analog electronic production.
(C) Digital media production.
(D) Pre-press technology.

79. The term 'media oligopoly' refers to a market situation where:
(A) A single company controls the entire media market.
(B) The government is the sole provider of media services.
(C) A large number of small firms compete on equal footing.
(D) A small number of large corporations dominate the media market.

80. A major management challenge in the post-liberalisation media industry is 'convergence'. This refers to the:
(A) Divergence of audience tastes.
(B) Blurring of lines between traditional roles like journalist, photographer, and video editor.
(C) Strict separation of print and broadcast divisions.
(D) Increase in government control over different media sectors.

81. A 'tracking shot' or 'trucking shot' involves:
(A) Changing the camera's focus.
(B) Physically moving the camera parallel to the subject.
(C) A stationary camera capturing a moving subject.
(D) A quick zoom in and out.

82. The CMYK color model is 'subtractive' and is primarily used for:
(A) Television and computer monitor displays.
(B) Print media production.
(C) Radio wave transmission.
(D) Digital camera sensors.

83. 'Pre-production' in radio programming would most likely include which activity?
(A) Broadcasting the program live.
(B) Editing the recorded audio.
(C) Writing the script and booking guests.
(D) Receiving listener feedback after the show.

84. The rise of 'citizen journalism' is most closely associated with the growth of:
(A) Government-owned media.
(B) Traditional print newspapers.
(C) Digital and social media platforms.
(D) FM radio stations.

85. Which of the following is an example of 'horizontal integration' in the media industry?
(A) A film studio buying a chain of movie theaters.
(B) A television network acquiring a production company.
(C) A company that owns several newspapers acquiring another newspaper.
(D) A newspaper company starting its own television channel.

86. The management principle focusing on a balance between delegating authority and centralizing decision-making is known as:
(A) Unity of Direction
(B) Centralization and Decentralization

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Codes:
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-3, R-1, S-2
(C) P-4, Q-1, R-2, S-3
(D) P-3, Q-4, R-1, S-2

66. The revenue stream generated by selling content like comic strips or columns to multiple newspapers is called:
(A) Subscription
(B) Advertising
(C) Syndication
(D) Sponsorship

67. The shift from a state-controlled media environment to a market-driven one in India is a direct consequence of:
(A) The emergency period in the 1970s.
(B) The economic liberalisation policies of the 1990s.
(C) The adoption of the Indian Constitution.
(D) The rise of social media in the 2010s.

68. In media management, creating an organizational chart for a new magazine falls under which function?
(A) Planning
(B) Organizing
(C) Leading
(D) Controlling

69. An 'Establishing Shot' in the grammar of electronic media is typically:
(A) A close-up of a character's face.
(B) An extreme long shot used at the beginning of a scene to show the location and setting.
(C) A shot taken from a low angle to make a character look powerful.
(D) A rapid sequence of shots to build tension.

70. In communication design, 'contrast' is used to:
(A) Make all elements in a design look the same.
(B) Create visual interest and draw attention to certain elements by making them different from others.
(C) Ensure the design can be printed in black and white.
(D) Group related items together.

71. The following question consists of two statements — Assertion (A) and Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): Digital media production techniques have significantly lowered the barrier to entry for content creators.
Reason (R): The availability of affordable software and hardware, such as smartphones and non-linear editing apps, allows individuals to produce and distribute high-quality content.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

72. In traditional print media production, what is 'proofing'?
(A) The process of binding the final pages.
(B) The creation of a preliminary version of a publication to check for errors before printing.
(C) The final distribution of the newspaper.
(D) The selling of advertising space.

73. A key economic characteristic of many mass media products (like a TV show or a digital movie file) is that they are:
(A) Rivalrous in consumption.
(B) Non-reproducible.
(C) Public goods, characterized by non-rivalry and high initial production costs with low reproduction costs.
(D) Perishable goods that cannot be stored.

74. The management principle that refers to a clear chain of authority from the top to the bottom of the organization is the:
(A) Esprit de Corps
(B) Scalar Chain
(C) Centralization
(D) Stability of Tenure

75. What is the primary function of a 'cutaway' shot in video editing?
(A) A shot showing the main subject from a different and unique camera angle.
(B) A transition providing a visual bridge between two unrelated narrative scenes.
(C) A shot of something other than the main action used to hide editing cuts.

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posed by transnational satellite broadcasting.
(C) To shut down the newspaper industry.
(D) To ban all forms of entertainment media.

98. In the grammar of electronic media, a 'two-shot' is a shot that:
(A) A scene that is filmed using two different cameras simultaneously.
(B) A shot framing two characters together to show their interaction.
(C) A specific shot that lasts for exactly two seconds in duration.
(D) A shot showing a character's reflection in a mirror or glass surface.

99. In media management, the 'controlling' function involves:
(A) Only hiring and firing employees.
(B) Setting goals and making plans.
(C) Motivating the workforce.
(D) Monitoring performance, comparing it to goals, and taking corrective action.

100. Which design principle refers to the path the viewer's eye takes through the work of art, often to focal areas?
(A) Balance
(B) Proportion
(C) Movement
(D) Unity

101. Which term describes the raw, unedited footage recorded during the production phase?
(A) Master copy
(B) Dailies or Rushes
(C) Final cut
(D) Storyboard

102. Which of the following is a characteristic of digital media production?
(A) It is always a linear process.
(B) It relies on physical and destructive editing.
(C) It facilitates non-destructive editing and easy manipulation of content.
(D) It is limited to audio-only formats.

103. 'Economies of scope' in the media industry refer to:
(A) The cost advantages of producing a single product on a massive scale.
(B) The cost savings achieved by producing a wide variety of related products.
(C) The economic impact of media on society.
(D) The geographical reach of a media organization.

104. Which of the following was a major outcome of media liberalisation in India for the audience?
(A) A reduction in media choices.
(B) A significant increase in the number of TV channels and program choices.
(C) A return to single-channel, state-controlled television.
(D) The elimination of all news programming.

105. A shot taken from above the subject, looking down, is called a:
(A) Low-angle shot
(B) High-angle shot
(C) Eye-level shot
(D) Dutch angle shot

106. The practice of arranging type for a print publication is known as:
(A) Cinematography
(B) Typesetting
(C) Sound mixing
(D) Broadcasting

107. Which statement about media management is incorrect?
(A) It must balance creative goals with business objectives.
(B) It is unaffected by technological changes.
(C) It involves managing people, money, and resources.
(D) Legal and ethical considerations are an integral part of it.

108. The Gestalt principle of 'Figure/Ground' in communication design relates to:
(A) The use of sequential images to create a narrative or a story.
(B) The ability to separate a main object from its surrounding background.
(C) The design principle suggesting that similar objects belong together.
(D) The concept of creating a clear and direct path for the eye to follow.

109. The three stages of any media production are universally identified as:

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allowing for user engagement.

d. Production workflows are typically linear and cannot be altered.

Which of the above statement(s) is/are correct?

(A) a and d
(B) b and c
(C) a and c
(D) b and d

48. The concept of 'market structure' in media economics refers to:

(A) The way in which a market is organized in terms of number of firms and level of competition.
(B) The physical layout of a media organization's office.
(C) The organizational hierarchy of a media company.
(D) The advertising rate card of a newspaper or TV channel.

49. One of the main challenges for media managers in the post-liberalisation era is:

(A) The lack of available technology.
(B) A completely unregulated media environment.
(C) Managing audience fragmentation due to a plethora of choices.
(D) The absence of competition.

50. What is 'kerning' in the context of typography and communication design?

(A) The process of adjusting the space between individual letters to improve readability and aesthetics.
(B) The space between lines of text (leading).
(C) The thickness of a font's strokes.
(D) The height of the capital letters in a font.

51. A 'dolly shot' in cinematography involves:

(A) Rotating the camera on a fixed tripod horizontally or vertically.
(B) Quickly changing the focal length of the lens to zoom in on a subject.
(C) A cinematic shot taken from a rapidly moving vehicle or airplane.
(D) Moving the camera physically towards or away from the subject on a platform.

52. In print production, what does the 'post-press' stage involve?

(A) Writing and editing the articles.
(B) Activities like cutting, folding, binding, and packaging the printed product.
(C) Designing the layout and page composition.
(D) The actual printing of the material on the press.

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53. Arrange the following print production processes in their logical sequence.

I. Printing (Press)
II. Pre-press (e.g., Page Layout, Platemaking)
III. Distribution
IV. Post-press (e.g., Binding, Trimming)

(A) I, II, III, IV
(B) II, IV, I, III
(C) II, I, IV, III
(D) III, II, I, IV

54. The 'freemium' model, common in digital media, is a business strategy where:

(A) All content is available for free, supported only by advertising.
(B) Users pay a one-time fee for lifetime access.
(C) The government funds the media service to make it free for all citizens.
(D) A basic service is provided for free, while advanced features require payment.

55. The principle of 'Unity of Command' in management suggests that:

(A) An employee should receive orders from only one supervisor.
(B) All managers in an organization should have a single, unified goal.
(C) The entire organization should move in a single, unified direction.
(D) All decisions must be made by a single, top-level executive.

56. The term 'diegetic sound' refers to sound that:

(A) Sound added in post-production that is not part of the story's world.
(B) Sound with a source within the narrative world that characters can hear.
(C) Sound used exclusively for promotional trailers and marketing materials.
(D) Audio recorded in a studio setting, completely separate from the visuals.

57. A media market dominated by a few large firms is known as a(n):

120. Which of the following is a direct consequence of the convergence principle in the post-liberalisation media industry?
(A) Journalists are now expected to have multiple skills (e.g., writing, shooting video, editing audio).
(B) Media houses are shutting down their internet divisions.
(C) Print newspapers have completely stopped using photographs.
(D) Television channels broadcast only text-based news.

121. In media management, the 'Hawthorne effect' suggests that:
(A) Financial incentives are the only motivators for employees.
(B) Employees' productivity can increase simply because they are being observed or paid attention to.
(C) A strict, authoritarian style of leadership is most effective.
(D) Employees perform best when left completely alone.

122. Which of the following is NOT a fundamental principle of communication design?
(A) Balance
(B) Contrast
(C) Randomness
(D) Unity

123. The 'final cut' of a film or television show refers to:
(A) The very first assembly of scenes.
(B) The raw footage from the camera.
(C) The director's initial script.
(D) The finished, edited version of the product that is ready for distribution.

124. Creating a website with a clear navigation structure, fast-loading pages, and mobile-friendly layout are all part of:
(A) Print production techniques.
(B) Digital media production and design practice.
(C) Radio broadcasting regulations.
(D) Traditional film development.

125. The practice of a large media corporation owning a diverse portfolio of assets (e.g., TV channels, film studios, theme parks, publications) is an example of:
(A) Niche marketing
(B) Media diversification and synergy
(C) Government monopoly
(D) Market failure

126. A key challenge for human resource management in media organizations post-liberalisation is:
(A) A surplus of qualified candidates for every role.
(B) The need to retain multi-skilled talent in a highly competitive environment.
(C) The fact that technology has made all human roles redundant.
(D) A government mandate to only hire from a specific pool of candidates.

127. A 'rack focus' is a camera technique where:
(A) A technique where the camera moves quickly from one subject to another.
(B) Shifting focus from a foreground subject to the background in one shot.
(C) A method where the entire camera is mounted on a large rack and moved.
(D) A shot where the image is intentionally blurred for a specific artistic effect.

128. What does 'white space' or 'negative space' refer to in communication design?
(A) The specific parts of the page that are printed using only white ink.
(B) Empty areas left to create balance and draw attention to main elements.
(C) A specific type of mistake occurring during the physical printing process.
(D) The margins of the page that are eventually trimmed off during finishing.

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129. In radio production, creating sound effects of footsteps by crunching on a gravel tray is an example of:
(A) ADR
(B) Scoring
(C) Foley
(D) Walla

130. What is a 'viral loop' in the context of digital media?
(A) A type of computer virus that affects media

(C) Order
(D) Initiative

87. What is a 'long shot' (LS) primarily used for in visual storytelling?
(A) A shot used to show intense emotion on a character's face in detail.
(B) A shot showing the subject head to toe, giving a sense of the setting.
(C) A shot used to isolate a small, specific detail of a physical object.
(D) A technique used to create a dizzying effect through rapid movement.

88. The Gestalt principle of 'Closure' states that:
(A) The tendency to perceive elements that are close to each other as a group.
(B) Perceiving objects as a whole even when parts are missing or incomplete.
(C) The grouping of elements that are similar in their color, size, or shape.
(D) The natural tendency of the eyes to follow a path or line in a design.

89. 'Gravure' is a high-quality but expensive printing process most suitable for:
(A) Short-run office photocopying.
(B) Daily newspaper printing.
(C) Very long-run printing of magazines, packaging, and catalogs.
(D) T-shirt and textile printing.

90. Identify which of the following is an incorrect pair in the context of media production.
(A) Pre-production – Scriptwriting
(B) Production – Principal Photography
(C) Post-production – Video Editing
(D) Pre-production – Final Distribution

91. 'Synergy' in a large, diversified media company (post-liberalisation) refers to the idea that:
(A) Each division of the company should operate completely independently.
(B) The combined effect of different media properties working together is greater than the sum of their individual effects.
(C) The company should focus on only one type of media.
(D) The primary goal is to minimize costs by firing employees.

92. The '180-degree rule' in filmmaking is a guideline for:
(A) A rule used for determining the final production budget of a feature film.
(B) A guideline for maintaining spatial relationships between characters in a scene.
(C) A rule governing the maximum length of a single shot in an action sequence.
(D) A recommendation for the optimal angle for lighting a character or subject.

93. The concept of 'visual hierarchy' in communication design helps to:
(A) A design technique used to make all elements appear equally important.
(B) A method to guide the viewer's eye through content in order of importance.
(C) A strategy used to ensure the design remains perfectly symmetrical.
(D) The use of as many different fonts as possible to create visual variety.

94. The process of recording additional dialogue in a studio after filming to replace or improve the original on-set audio is called:
(A) Foley
(B) Automated Dialogue Replacement (ADR)
(C) Walla
(D) Scoring

95. Which of the following is a key technique in digital media production for the web?
(A) Using lead type for setting text.
(B) Optimizing images for fast loading times.
(C) Splicing magnetic tape for audio editing.
(D) Using a Moviola for film editing.

96. A media organization's revenue model that relies on payments from other media outlets to use its content is called:
(A) Advertising
(B) Subscription
(C) Syndication
(D) Crowdfunding

97. What was a primary motivation for the Indian government to liberalize the media sector in the 1990s?
(A) To increase its control over all forms of media.
(B) To respond to the technological challenge

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especially in the digital space.
Reason (R): Audience fatigue with advertising and the desire for premium, ad-free content have made consumers more willing to pay directly for services like OTT platforms.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

142. The principle of 'subordination of individual interest to the general interest' in media management means that:
(A) Employees should prioritize their personal projects over company work.
(B) The goals of the organization should take precedence over the goals of any one individual.
(C) Only the interests of the top manager matter.
(D) The company should ignore the interests of its audience.

143. A low-angle shot, where the camera is placed below the subject and looks up, is often used to:
(A) A shot used to make the subject appear small, weak, or insignificant.
(B) A shot used to make the subject appear powerful, heroic, or intimidating.
(C) A shot that shows a scene from a neutral and objective perspective.
(D) A shot used to give a bird's-eye view of the entire filming location.

144. In print production, the term 'bleed' refers to:
(A) A printing error that causes colors to run into the white spaces.
(B) Printing beyond the trim edge to ensure color extends to the final edge.
(C) The specific amount of space between columns of text in a layout.
(D) The technical process of drying ink on paper after it has been printed.

145. What is the most significant advantage of podcasting as a digital media format?
(A) It requires a government broadcast license.
(B) It can be consumed passively while multitasking (e.g., commuting, exercising).
(C) The production cost is always higher than television.
(D) It has a very limited global reach.

146. A media company that owns a newspaper, a TV channel, a radio station, and a website in the same city is an example of:
(A) Cross-media ownership
(B) Vertical integration
(C) A government monopoly
(D) A failed business strategy

147. A manager in a post-liberalisation media house who encourages employees to experiment with new story formats for digital platforms is upholding the principle of:
(A) Stability of Tenure
(B) Initiative
(C) Scalar Chain
(D) Order

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148. The concept of media management applies to:
(A) Only print media.
(B) Only broadcast media.
(C) Only digital media.
(D) All types of media organizations, including print, broadcast, and digital.

149. The Gestalt principle of 'Similarity' states that:
(A) The way the mind automatically fills in gaps to perceive a complete whole.
(B) Perceiving items as a group when they share similar color, shape, or size.
(C) The tendency to perceive items that are close together as a single group.
(D) The ability of the viewer to distinguish a figure from its background.

150. A major difference between producing for print and for electronic media is:
(A) Print is static, while electronic media can incorporate time, motion, and sound.
(B) Print production is always cheaper.
(C) Electronic media does not require any design principles.
(D) Deadlines are not important in electronic media.

151. What does 'SEO' (Search Engine Optimization) refer to in digital media production?
(A) A technique for improving audio quality.
(B) The process of optimizing web content to

audience clearly and effectively.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

212. In print production, 'offset lithography' works on the principle that:
(A) Oil and water do not mix.
(B) Ink is forced through a screen.
(C) The printing plate is etched to create raised areas.
(D) The ink is digitally sprayed onto the paper.

213. The shift from appointment-based viewing to on-demand consumption is a characteristic of the:
(A) Traditional broadcast era.
(B) Digital media era, driven by streaming and VOD services.
(C) Early days of radio.
(D) Print media industry.

214. The existence of media 'conglomerates' in India since liberalisation raises concerns about:
(A) A lack of financial investment in the media.
(B) A potential reduction in the diversity of voices and opinions.
(C) An inability to produce high-quality content.
(D) The government having too much control.

215. The 'planning' function of media management involves:
(A) Directly motivating and influencing employees to reach organizational targets.
(B) Evaluating internal performance against pre-established quality standards.
(C) Defining goals, establishing strategy, and developing plans to coordinate activities.
(D) Assigning specific tasks and resources to individual departments or employees.

216. A shot that shows a character from the knees up is called a:
(A) Close Up
(B) Medium Long Shot or Plan Américain
(C) Extreme Long Shot
(D) Medium Shot

217. Identify the correct pair related to communication design from the options provided.
(A) Rhythm – A principle of creating visual chaos.
(B) Balance – Distribution of visual weight in a composition.
(C) Unity – Using as many disparate elements as possible.
(D) Contrast – Making all elements look identical.

218. The creation of a 'show bible' containing details about characters, setting, and plot arcs is a part of the pre-production of:
(A) a single newspaper article.
(B) a long-running television series.
(C) a short radio advertisement.
(D) a printed brochure.

219. A defining technique of digital media production is 'compositing', which is:
(A) The process of combining multiple visual elements from different sources into a single image.
(B) Writing the musical score for a film.
(C) Binding the pages of a book.
(D) The final audio mix for a radio show.

220. The economic health of many private Indian news channels is heavily dependent on:
(A) Direct payments from viewers for news.
(B) Government grants for public service.
(C) Advertising revenue, which can create pressure on editorial independence.
(D) Selling print subscriptions.

221. A key principle that media managers had to adopt post-liberalisation was a focus on the 'bottom line', which means:
(A) Ignoring all financial aspects.
(B) Prioritizing the final line of a news story.
(C) A focus on profitability and financial performance.
(D) Only communicating with lower-level employees.

222. The term 'grammar' is used metaphorically for electronic media to suggest that:
(A) Like language, audio-visual media has components and rules of combination that create meaning.

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(D) The camera tilting up or down on its horizontal axis on a tripod.

162. A key responsibility of a media manager is ensuring financial viability. This falls under:
(A) Content management
(B) Brand management
(C) Business management
(D) Creative management

163. The practice of creating a consistent visual identity (logo, color scheme, typography) for a company across all media is known as:
(A) Journalism
(B) Branding
(C) Post-production
(D) Auditing

164. What is the main purpose of sound in a radio drama (an electronic media production)?
(A) Sound that serves as quiet and non-intrusive background noise only.
(B) Using audio to create the entire world of the story in the listener's mind.
(C) Sound that is used primarily to provide required legal disclaimers.
(D) Audio used to fill dead air between different commercial segments.

165. Match the following Print Terms in List I with their Descriptions in List II.
List I: (Print Term)
P. Gutter
Q. Masthead
R. Byline
S. Bleed
List II: (Description)
1. The name of the author of an article.
2. The space between two facing pages or columns of text.
3. The designed name of the newspaper or magazine as it appears on the front cover.
4. An image or color that extends to the very edge of the page after trimming.
Codes:
(A) P-1, Q-2, R-4, S-3
(B) P-2, Q-3, R-1, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-2, Q-1, R-3, S-4

166. A digital media technique where data and analytics are used to tailor content or advertisements to specific users is called:
(A) Broadcasting
(B) Personalization
(C) Typesetting
(D) Lithography

167. The phenomenon where a successful film leads to the creation of merchandise, video games, and TV shows is an example of which economic principle in media?
(A) Synergy and cross-promotion
(B) Market failure
(C) Government regulation
(D) Creative destruction

168. The need for media managers to balance the public service role of journalism with the profit-making demands of a corporation represents a key:
(A) Technical challenge
(B) Ethical and strategic challenge
(C) Legal impossibility
(D) Production issue

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169. What is 'mise-en-scène' in the context of the grammar of electronic media?
(A) A specific type of camera lens used for wide-angle cinematography.
(B) The arrangement of everything that appears within the camera frame.
(C) A fast-paced editing style used primarily in action movie sequences.
(D) The sound and musical score that is added during the post-production phase.

170. Which of the following correctly pairs a communication design theory with its core idea?
(A) Color Theory - All designs should be in black and white.
(B) Gestalt Theory - The whole is other than the sum of its parts.
(C) Typography - The words themselves do not matter, only their shape.
(D) Semiotics - Design has no symbolic meaning.

171. The following question consists of two statements — Assertion (A) and Reason (R). Answer the question by selecting the appropriate option.

and typography used to define the visual direction of a project.
(B) A scientifically calibrated tool for preceding emotion.
(C) The final, approved design layout.
(D) A panel that controls the lighting in a studio.

235. Match the following Television Production Roles in List I with their primary Responsibilities in List II.
List I: (TV Production Role)
P. Director
Q. Cinematographer (DP)
R. Editor
S. Gaffer
List II: (Responsibility)
1. Shapes and assembles the raw footage into a coherent narrative.
2. The head of the electrical department, responsible for the lighting plan.
3. The principal creative artist, responsible for the overall vision and performance.
4. The head of the camera and lighting crews, responsible for the visual look and image quality.
Codes:
(A) P-4, Q-3, R-2, S-1
(B) P-3, Q-4, R-1, S-2
(C) P-3, Q-1, R-4, S-2
(D) P-2, Q-4, R-1, S-3

236. The ability to hyperlink text is a fundamental technique unique to:
(A) Print media
(B) Radio broadcasting
(C) Digital media
(D) Traditional cinema

237. The 'dual product market' of commercial media implies that media companies serve two different sets of clients:
(A) Government and public
(B) Advertisers and audiences
(C) Journalists and photographers
(D) Domestic and international distributors

238. A significant change in media management after 1991 was the introduction of professional managers, often with MBAs, who brought:
(A) A more structured, corporate approach to an industry that was often family-run.
(B) A sole focus on artistic integrity without regard to cost.
(C) A mandate to only produce government-approved content.
(D) A refusal to use any modern technology.

239. The grammar of radio (an electronic medium) relies heavily on:
(A) Camera angles and lighting.
(B) Use of voice, sound effects, music, and silence to create imagery.
(C) Page layout and typography.
(D) Visual gags and slapstick comedy.

240. Consider the following statements regarding communication design theories.
a. They provide a framework for making informed design decisions.
b. They are rigid laws that must be followed without exception.
c. Gestalt theory is a key set of principles related to visual perception.
d. Understanding color theory is essential for creating mood and visual hierarchy.
e. Design theories are only relevant for academic study and not for professional practice.
Which of the above statement(s) is/are correct?
(A) a, b, e
(B) b, c, d
(C) a, c, d
(D) c, d, e

241. Identify the incorrect pair regarding media production techniques from the options given below.
(A) Print – Offset Lithography
(B) Electronic (TV) – Three-Point Lighting
(C) Digital – Non-Linear Editing
(D) Print – Chroma Keying

242. 'Analytics' in digital media production refers to:
(A) The measurement, collection, analysis, and reporting of web data for purposes of understanding and optimizing usage.
(B) The art of creating pleasing aesthetics.
(C) A type of audio compression format.
(D) The scriptwriting process for a web series.

243. The commerce of media is increasingly global, a trend accelerated by:

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(B) Advertising
(C) Crowdfunding
(D) Subscription

181. A significant management trend in the Indian media industry post-liberalisation has been the shift from:
(A) Profit-focused to completely non-profit models.
(B) Family-run, informal management styles to professional, corporate structures.
(C) Corporate structures back to informal, family-run styles.
(D) Digital-first to print-only strategies.

182. 'Continuity editing' is a system in the grammar of electronic media that aims to:
(A) A system used to create a confusing and disjointed narrative flow.
(B) Editing that is invisible, creating a smooth and logical flow of events.
(C) A style of editing that uses as many jump cuts as possible for effect.
(D) A rule ensuring every shot in a scene is exactly the same length.

183. Which question is central to the practice of communication design?
(A) How can I make this as confusing as possible?
(B) How can I best structure and present this information to achieve a specific communication goal with a target audience?
(C) What is the cheapest way to print this?
(D) How many colors can I use on one page?

184. The three-act structure (Setup, Confrontation, Resolution) is a model commonly used in:
(A) The financial accounting of a media company.
(B) The process of printing a newspaper.
(C) The scripting and narrative development phase of electronic media production.
(D) The design of a studio lighting grid.

185. The term 'clickbait' in digital media refers to content whose main purpose is to:
(A) Provide in-depth, well-researched analysis.
(B) Attract attention and entice users to click on a link, often using sensationalist headlines.
(C) Offer a free download of a software.
(D) Explain a complex topic with academic rigor.

186. The ownership pattern where a company's shares are traded on a stock exchange and can be bought by members of the public is known as:
(A) Sole proprietorship
(B) Public limited company
(C) Government ownership
(D) Private limited company

187. The increasing need for media organizations post-liberalisation to develop a strong 'brand identity' stems from:
(A) A government mandate to do so.
(B) The need to differentiate themselves in a crowded and competitive marketplace.
(C) A desire to confuse the audience.
(D) The lack of any other business strategy.

188. In the grammar of electronic media, what is a 'montage'?
(A) A single, long, and uninterrupted shot that captures an entire scene.
(B) A specific scene that contains no dialogue or sound effects at all.
(C) Editing short shots into a sequence to condense space, time, and info.
(D) The final credit roll that appears at the conclusion of a feature film.

189. Which of the following is a core concept of media management?
(A) Ignoring audience feedback.
(B) Managing resources (human, financial, technical) to achieve organizational goals.
(C) Focusing exclusively on artistic expression without regard for cost.
(D) Avoiding all forms of planning.

190. What is a 'grid system' used for in communication design, particularly for layouts?
(A) A way to randomly place various design elements on a printed page.
(B) A framework of lines used to structure content for order and consistency.
(C) A specific digital tool used for choosing and matching primary colors.
(D) A type of software used for creating complex three-dimensional models.

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191. A key difference between 'live' and 'recorded' electronic media production is the:
(A) Need for post-production.
(B) Use of cameras.
(C) Requirement of a script.
(D) Presence of a director.

192. Which of the following is NOT a common digital media production technique?
(A) Creating an animated GIF.
(B) Recording and editing a podcast.
(C) Developing an interactive data visualization.
(D) Setting type using a Linotype machine.

193. The economic principle that the cost of producing the first copy of a media product (e.g., a film) is very high, while the cost of reproducing it is very low, is known as:
(A) First-copy costs principle
(B) Law of diminishing returns
(C) Scarcity principle
(D) Opportunity cost

194. A key management function in a media house, especially after liberalisation, is 'strategic alliances'. This can involve:
(A) Refusing to work with any other company.
(B) Partnering with other companies (e.g., a telecom provider or a foreign broadcaster) for mutual benefit.
(C) Selling the entire company to the government.
(D) Focusing only on internal competition between departments.

195. What is the role of a 'logline' in the pre-production phase of electronic media?
(A) A detailed, scene-by-sentence breakdown of the entire story.
(B) A one or two-sentence summary of the plot that states the central conflict.
(C) The final list of credits.
(D) The legal contract for the director.

196. The process of managing a media organization in a way that it can survive and thrive over the long term is called:
(A) Crisis management
(B) Sustainable media management
(C) Daily operations management
(D) Short-term profit maximization

197. In communication design practice, 'legibility' refers to:
(A) The overall aesthetic appeal and visual beauty of the entire design.
(B) The ease with which a reader can distinguish individual characters in text.
(C) The specific number of different colors utilized in the design layout.
(D) The emotional response and feeling evoked by the visual design.

198. The task of color grading or color correction belongs to which stage of media production?
(A) Pre-production
(B) Production
(C) Post-production
(D) Distribution

199. What does 'CMS' stand for in the context of digital media production?
(A) Camera Movement System
(B) Creative Management Strategy
(C) Content Management System
(D) Commerce and Media Studies

200. A primary driver of the commerce of mass media in India is the large, aspirational consumer class, which is attractive to:
(A) Government regulators
(B) Advertisers
(C) Political activists
(D) Foreign diplomats

201. The impact of liberalisation on media management in India included an increased emphasis on:
(A) A single, unified perspective from Doordarshan.
(B) Audience research, marketing, and brand building.
(C) Reducing the number of media choices available.
(D) Traditional, family-led business practices over professional management.

202. The grammar of electronic media is best understood as a:
(A) Rigid set of laws that must be followed without any deviation.
(B) Flexible and evolving set of conventions that guide storytelling.

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(C) Specific system applicable only to historical silent film eras.
(D) Theoretical framework with no practical value in production.

203. Which is an example of applying a design theory in practice?
(A) Using the Gestalt principle of proximity to group a headline with its related article.
(B) Randomly scattering images on a page.
(C) Ignoring the target audience's preferences.
(D) Using unreadable fonts to appear artistic.

204. The process of taking a finished media product (like a film or TV show) and getting it to the audience is called:
(A) Production
(B) Pre-production
(C) Distribution
(D) Conception

205. Match the following Media Ownership Patterns in List I with their corresponding Examples in List II.
List I: (Media Ownership Pattern)
P. Public Ownership
Q. Private Ownership
R. Cross-Media Ownership
S. Conglomerate Ownership
List II: (Example)
1. A company owning a newspaper, a TV channel, and a radio station in the same market.
2. A large corporation that owns media companies as well as businesses in unrelated industries (e.g., manufacturing).
3. Doordarshan or All India Radio, funded and run by the government.
4. A newspaper owned by a family or a group of private investors.
Codes:
(A) P-3, Q-4, R-1, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-3, R-2, S-1
(D) P-3, Q-1, R-4, S-2

206. 'Pay-per-view' is a commercial model in mass media where the consumer:
(A) Pays a monthly fee for unlimited access.
(B) Watches content for free, supported by ads.
(C) Pays a one-time fee for access to a specific piece of content, like a live sporting event.
(D) Donates money to the content creator.

207. A primary role of a 'producer' in electronic media is to:
(A) Operate the camera.
(B) Write the musical score.
(C) Oversee and manage the creation of the production from start to finish, including finance and logistics.
(D) Act in a leading role.

208. The concept of a 'prosumer' in the digital media age refers to an individual who:
(A) Only consumes media passively.
(B) Only produces professional media content.
(C) Both consumes and produces media content, blurring the traditional distinction.
(D) Actively protests against all forms of media.

209. A crucial task for a media manager in the current environment is:
(A) Preventing any change in the organization.
(B) Leading the organization through digital transformation.
(C) Focusing solely on print media and ignoring digital.
(D) Expanding the layers of bureaucracy in the organization.

210. Which statement about the grammar of electronic media is correct?
(A) It has no relationship to how audiences interpret meaning.
(B) A close-up shot is generally used to establish a new location.
(C) The deliberate choice of shots, angles, and edits shapes the viewer's understanding and emotional response.
(D) Sound design is irrelevant to the grammar of media.

211. The following question consists of two statements — Assertion (A) and Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): Good communication design goes beyond aesthetics and serves a functional purpose.
Reason (R): The primary goal of communication design is to convey a specific message to a target

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rank higher in search engine results.
(C) A type of non-linear video editing software.
(D) A standard for broadcast television signals.

152. The growth of numerous niche TV channels (e.g., dedicated to cooking, golf, or history) after liberalisation is an example of:
(A) Audience aggregation
(B) Market consolidation
(C) Narrowcasting or audience fragmentation
(D) The failure of satellite technology

153. A management principle crucial for large, post-liberalisation media conglomerates is 'Unity of Direction', which means:
(A) Every employee reports to only one boss.
(B) All units and employees of an organization that have a common objective should be directed by one manager using one plan.
(C) All decisions are made by a single person at the top.
(D) Employees should be encouraged to pursue their own, separate goals.

154. An 'over-the-shoulder' shot is a common shot in dialogue scenes that:
(A) A wide shot showing the entire scene and all characters from above.
(B) A shot filmed from behind one character looking at another character.
(C) A shot taken with a handheld camera to create a realistic, shaky effect.
(D) A technique involving the actor speaking directly into the camera lens.

155. Which statement best describes the role of a media manager?
(A) A person who only creates content and has no administrative duties.
(B) A person who combines knowledge of the media business with principles of management to lead a media organization.
(C) A government official who censors media content.
(D) A technician responsible for maintaining broadcast equipment.

156. The 'golden ratio' is a mathematical proportion often used in communication design to create:
(A) A mathematical proportion used to create a chaotic and unbalanced design.
(B) A ratio used to create an organically pleasing and harmonious composition.
(C) A specific design with high contrast and sharp, saturated primary colors.
(D) A design that is purely functional and has no inherent aesthetic value.

157. Which is an example of a key activity during the 'production' stage of a television talk show?
(A) Writing the host's questions.
(B) Booking the guests for the show.
(C) The actual recording or live broadcast of the show in the studio.
(D) Editing the recorded footage and adding graphics.

158. The use of 'hashtags' to categorize content and increase its discoverability is a technique specific to:
(A) Traditional newspaper printing.
(B) AM radio broadcasting.
(C) Digital and social media platforms.
(D) Analog film photography.

159. In the commerce of mass media, what does 'TRP' (Television Rating Point) measure?
(A) The profitability of a television channel.
(B) The number of complaints received about a show.
(C) A measure of the viewership of a particular television program or channel.
(D) The technical quality of a broadcast signal.

160. A major shift in the management of Indian media post-liberalisation was the increased focus on:
(A) Government propaganda.
(B) Market research, branding, and profit-making.
(C) A single, state-approved narrative.
(D) Slowing down the adoption of new technology.

161. A 'zoom' is technically not a camera movement, but a function of the lens. It creates the effect of:
(A) The camera physically moving closer to or farther away from the subject.
(B) Changing the focal length to make the subject appear closer or farther away.
(C) The camera rotating on its vertical axis while remaining in a fixed spot.

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(B) There are correct and incorrect ways to broadcast.
(C) All media professionals must pass a grammar test.
(D) The language used must be grammatically perfect English.

223. Arrange the following figures in the chronological development of media production technology.
I. Non-linear digital editor
II. Movable type printing press
III. Moviola film editor
IV. Linotype machine
(A) II, IV, III, I
(B) I, III, IV, II
(C) IV, II, I, III
(D) II, III, I, IV

224. Which of the following is NOT a revenue model for mass media in India?
(A) Advertising sales
(B) Reader/viewer subscriptions
(C) Content syndication
(D) Mandatory taxation on all citizens for private media

225. A media manager who must decide whether to invest in a new printing press or a new digital content management system is engaged in:
(A) Daily scheduling
(B) Strategic financial planning and technology management
(C) Copy editing
(D) On-air talent coaching

226. What is a key purpose of 'foley' in electronic media production?
(A) To replace all dialogue in a film.
(B) To create custom, realistic sound effects that are synchronized with the picture.
(C) To compose the background musical score.
(D) To provide ambient crowd noise.

227. An organization's internal communication, such as a company newsletter, also falls under the purview of:
(A) Communication design and management
(B) The judiciary
(C) Foreign policy
(D) Public-key cryptography

228. The final stage of print production, which includes finishing and delivery, is known as:
(A) Pre-press
(B) Press run
(C) Post-press
(D) Concept design

229. A significant aspect of digital media production is its reliance on:
(A) Analog signals
(B) Binary code (data)
(C) Physical film
(D) Hot metal type

230. A major economic challenge for traditional media in India, like newspapers, is:
(A) The rising cost of newsprint and competition from free digital news.
(B) A lack of interesting news to report.
(C) Government regulations forcing them to be profitable.
(D) An over-abundance of skilled journalists.

231. The management of a media enterprise in the post-liberalisation era requires a delicate balance between:
(A) Art and commerce
(B) Public service and profitability
(C) Journalistic independence and corporate interests
(D) All of the above

232. An 'insert shot' is typically a:
(A) Wide shot showing the entire location.
(B) Close-up of a detail, like a character's hands or an object, inserted into a scene.
(C) Shot from a helicopter.
(D) Transition between two major scenes.

233. The concept that media managers are 'gatekeepers' refers to their power to:
(A) Physically lock the gates of the studio.
(B) Control the flow of information and decide what content is produced and disseminated to the public.
(C) Manage the company's IT security.
(D) Ensure all employees clock in and out on time.

234. In communication design, a 'mood board' is:
(A) A collection of images, textures, colors,

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Assertion (A): In print production, the pre-press stage is critical for ensuring the quality of the final printed product.
Reason (R): Errors in color correction, layout, or platemaking during pre-press are difficult and costly to fix once the printing run has started.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

172. 'A/B testing' in digital media production involves:
(A) Checking audio and video synchronization.
(B) Creating two versions of a piece of content (e.g., a webpage or email) to see which one performs better with users.
(C) A two-step verification process for logging in.
(D) Testing if content works on both Android and iOS.

173. The advertising-based revenue model of many Indian media outlets makes them:
(A) Completely independent of economic cycles.
(B) Vulnerable to downturns in the economy and advertiser spending.
(C) Reliant solely on government funding.
(D) Uninterested in audience size or demographics.

174. The principle of 'Fair and equitable treatment' for employees, a key management principle, is part of a media organization's:
(A) Marketing strategy
(B) Technology policy
(C) Human Resource policy
(D) Programming schedule

175. A 'Dutch angle' or 'canted angle' shot, where the camera is tilted on its roll axis, is used to create a sense of:
(A) A shot that is used to create a sense of stability, calm, and order.
(B) A shot tilted on its axis used to create unease, tension, or disorientation.
(C) A shot used to show a scene from a neutral and objective perspective.
(D) A shot used to represent a character's direct and subjective point of view.

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176. What is the fundamental difference between media management and general management?
(A) There is no difference.
(B) Media management does not involve finances.
(C) Media management must uniquely handle the dual nature of media products (as cultural goods and commercial commodities) and manage creative talent.
(D) General management does not involve planning or organizing.

177. From the options provided, identify the principles of communication design.
a. Repetition
b. Rhythm
c. Monopoly
d. Proportion
Which of the above statement(s) is/are correct?
(A) a, b, c
(B) a, b, d
(C) b, c, d
(D) a, c, d

178. Identify the incorrect statement about TV production from the options given below.
(A) Pre-production involves planning, scripting, and casting.
(B) Post-production involves editing, sound mixing, and adding graphics.
(C) Production is the stage where all raw footage is shot.
(D) Post-production must always be completed before production begins.

179. A 'responsive design' in digital media production ensures that a website's layout:
(A) Responds to voice commands.
(B) Adapts smoothly to different screen sizes, such as desktop, tablet, and mobile.
(C) Loads very slowly to encourage patience.
(D) Has a fixed width that does not change.

180. The funding model where media projects are financed by collecting small amounts of money from a large number of people, typically via the internet, is known as:
(A) Government subsidy

(A) The rise of the internet and satellite distribution.
(B) Strict protectionist policies in all countries.
(C) A global decline in media consumption.
(D) The universal preference for local, non-translatable content.

244. A core challenge for a media manager in a news organization post-liberalisation is to maintain:
(A) A complete lack of profitability.
(B) Editorial independence and credibility in the face of commercial and political pressures.
(C) An outdated technological infrastructure.
(D) A workforce with no specialized skills.

245. In media management, what is a SWOT analysis used for?
(A) To analyze the Strengths, Weaknesses, Opportunities, and Threats for strategic planning.
(B) To determine the daily work schedule.
(C) To evaluate the performance of a single journalist.
(D) To choose the color scheme for a new logo.

246. What is the most appropriate term for the 'language' of film and television, comprising shots, editing, and sound?
(A) Media law
(B) Media economics
(C) Media grammar or syntax
(D) Media ownership

247. The practice of using a variety of fonts, colors, and layouts to create a portfolio of work is a demonstration of:
(A) Communication design practice
(B) Financial accounting
(C) Legal research
(D) Broadcast engineering

248. The transition from physical film editing to computer-based systems represents the shift from:
(A) Digital to analog production.
(B) Pre-production to post-production.
(C) Analog to digital production techniques.
(D) Print to electronic media.

249. Identify the revenue sources for mass media in India from the options listed below.
a. Advertising
b. Subscriptions
c. Government grants (for public media)
d. Content Syndication
e. Event Management and Sponsorships
Which of the above statement(s) is/are correct?
(A) a and b only
(B) a, b, and c only
(C) a, b, c, and d only
(D) a, b, c, d, and e

250. The post-liberalisation era in the Indian media industry is characterized by the tension between:
(A) Media as a tool for public service and media as a profitable business.
(B) The complete absence of media and a surplus of it.
(C) The demand for print and the complete lack of paper.
(D) The desire for foreign content and a ban on all imports.

Direction : Please read the following source carefully.

Media management is a specialized field of business administration that applies management principles such as planning, organizing, directing, and controlling specifically to media organizations. The definition and concept of media management revolve around the strategic steering of media enterprises to achieve their stated objectives, which can range from profitability and market leadership to public service and cultural influence. Unlike general management, media management must navigate the dual nature of media products, which are simultaneously cultural goods and commercial commodities. This requires a delicate balance between creative autonomy and economic viability. The core concept involves optimizing the use of human, financial, and technological resources within a rapidly evolving technological and regulatory landscape. Effective media management ensures that content creation, production, distribution, and marketing are all aligned with the organization's overarching mission and market position. It addresses unique challenges like short product life cycles, high fixed costs, unpredictable audience preferences, and

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300. The role of media management in the post-liberalisation era is described as a "nexus," which implies it is:

(A) a central point connecting business principles, commerce, and production.

(B) a peripheral and unimportant function.

(C) a barrier that separates creative teams from business executives.

(D) a historical concept that is no longer relevant.

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(C) The technical specifications of broadcast equipment and transmission standards.
(D) The regulatory codes of conduct for television and radio broadcasters.

257. In the context of television's grammar, what is analogous to a basic syntactical unit like a word?
(A) The dissolve.
(B) The dialogue.
(C) The scene.
(D) The shot.

258. According to the passage, how does the grammar of radio differ from that of television?
(A) It is entirely auditory and builds a "theatre of the mind."
(B) It relies exclusively on dialogue to convey its narrative.
(C) It lacks a formal structure and is open to interpretation.
(D) It uses a simpler syntax with fewer editing techniques.

259. What is the primary function of editing techniques like cuts and dissolves in electronic media?
(A) To reduce the overall production cost of the media content.
(B) To correct errors made during the filming process.
(C) To dictate the pace, rhythm, and narrative flow of the sequence.
(D) To insert commercial advertisements into the program.

260. The passage implies that an audience's understanding of electronic media content is dependent on:
(A) their subconscious decoding of established visual and auditory codes.
(B) their conscious and academic study of film theory.
(C) their ability to read the on-screen text and subtitles.
(D) their prior knowledge of the actors and directors involved.

Direction : Please read the following source carefully.

Communication design theories provide the foundational principles that guide the strategic arrangement of visual and textual elements to convey information effectively and persuasively. These theories are not merely aesthetic guidelines but are rooted in cognitive science, psychology, and semiotics, aiming to optimize how a message is perceived, interpreted, and acted upon by a target audience. A central tenet of these theories is the principle of clarity and legibility, ensuring that information is accessible and easy to understand. Theories related to gestalt psychology, for example, explain how viewers perceive a whole from disparate parts, guiding designers in creating unified and coherent layouts. Color theory dictates how different hues and combinations can evoke specific emotions or create visual hierarchy. Typographic theories govern the choice and arrangement of typefaces to enhance readability and set a particular tone. The practice of communication design is essentially the application of these theories to solve specific problems, whether it's designing a user-friendly website, a compelling poster, or an easily navigable infographic. The ultimate goal is to bridge the gap between the sender's intention and the receiver's interpretation, ensuring the communication is not only seen and read but also understood and remembered in the intended manner.

Based on the above source, attempt the following five questions.

261. What is the primary purpose of communication design theories as described in the passage?
(A) To enforce a uniform aesthetic style across all media.
(B) To focus exclusively on the artistic and expressive aspects of design.
(C) To document the history of visual art and typography.
(D) To guide the arrangement of elements for effective and persuasive communication.

262. The passage suggests that communication design theories are grounded in disciplines like:
(A) economics and political science.
(B) cognitive science and psychology.
(C) engineering and mathematics.
(D) literature and philosophy.

263. How do theories from gestalt psychology contribute to communication design?
(A) By providing rules for color harmony and

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288. The passage states that advertising rates in the Indian media industry are significantly influenced by:
(A) the cost of production.
(B) audience metrics like TRPs and circulation figures.
(C) government-set price ceilings.
(D) the political affiliation of the media house.

289. What role does Foreign Direct Investment (FDI) policy play in the Indian media's commerce?
(A) It mandates the type of content that can be produced.
(B) It provides direct funding for public service broadcasting.
(C) It sets the minimum subscription price for newspapers.
(D) It regulates the extent of foreign ownership in media companies.

290. What potential conflict is highlighted as a result of the commercial pressures on Indian media?
(A) The conflict between the public service role and the need for profit.
(B) The conflict between regional and national media players.
(C) The conflict between creative staff and management.
(D) The conflict between print media and digital media.

Direction : Please read the following source carefully.

The period of post-liberalisation, beginning in the early 1990s, fundamentally reshaped the principles and management of the media industry in India. Prior to this, the media landscape, particularly electronic media, was heavily dominated by the state. Liberalisation opened the floodgates for private and foreign investment, leading to a proliferation of television channels, radio stations, and publications. This shift necessitated a radical change in management principles, moving away from a bureaucratic, state-controlled model to a dynamic, market-driven corporate structure. The new principles emphasized profitability, market share, and operational efficiency. Media organizations began adopting professional management practices common in other industries, including strategic planning, brand management, human resource development, and sophisticated marketing. Management focus shifted towards creating a competitive advantage in a crowded marketplace. This involved not only content innovation but also building strong distribution networks and leveraging technology. The transition meant that media managers had to become adept at navigating a competitive, commercially-oriented environment, where success was measured not just by reach or influence, but increasingly by balance sheets and shareholder value. The post-liberalisation era thus marked the corporatization of the Indian media industry and the professionalization of its management.

Based on the above source, attempt the following five questions.

291. What was the primary driver of change in media management principles in India post-liberalisation?
(A) A government mandate to adopt bureaucratic structures.
(B) A decline in audience interest in state-controlled media.
(C) The entry of private and foreign investment into the media sector.
(D) The introduction of new print technologies.

292. The passage describes the shift in the Indian media industry's structure as a move from:
(A) a state-controlled model to a market-driven corporate structure.
(B) a competitive market to a state monopoly.
(C) a private-led model to a public-service model.
(D) a print-dominated industry to an exclusively electronic one.

293. Which of the following management principles gained prominence in the Indian media industry after liberalisation?
(A) A focus on public service broadcasting above all else.
(B) Adherence to bureaucratic and slow decision-making processes.
(C) A reduction in marketing and brand management efforts.
(D) An emphasis on profitability and operational efficiency.

(D) fine artist creating work for gallery exhibition.

270. What can be inferred about the outcome of a successful communication design process?
(A) It results in a product that reflects only the designer's personal style.
(B) It is always the most expensive and elaborate option.
(C) It prioritizes visual complexity over clarity.
(D) It is a solution that is tailored to a specific communication goal.

Direction : Please read the following source carefully.

Media production techniques for print media encompass the systematic processes involved in transforming raw content—text and images—into a finished, physically distributable product like a newspaper, magazine, or book. The traditional workflow begins with content creation and editing, where manuscripts are reviewed for accuracy, clarity, and style. This is followed by the design and layout phase, where graphic designers arrange the text and visual elements on a page using established principles of typography and composition, often employing digital software to create a 'paste-up'. A crucial subsequent stage is pre-press, which involves preparing the digital files for printing. This includes color correction, proofing, and the creation of printing plates, typically through a process like computer-to-plate (CTP) technology. The final stage is the physical printing and binding. The choice of printing technique, such as offset lithography for high-volume runs or digital printing for shorter runs, is a key production decision based on economics and quality requirements. Finishing processes like cutting, folding, and binding (e.g., saddle-stitching or perfect binding) complete the transformation of a collection of pages into a coherent, tangible media product. Each step requires specialized skills and technologies to ensure the final output is of high quality and fidelity to the original design.

Based on the above source, attempt the following five questions.

271. What is the primary goal of the media production techniques described for print?
(A) To convert digital files into formats suitable for online viewing.
(B) To broadcast audio-visual content to a mass audience.
(C) To systematically create a finished, physical media product from raw content.
(D) To manage the financial and commercial aspects of a publishing house.

272. In the print production workflow, what immediately follows the content creation and editing phase?
(A) Physical printing and binding.
(B) The design and layout phase.
(C) The pre-press stage.
(D) Distribution to retailers.

273. According to the passage, the pre-press stage in print production involves which activity?
(A) Writing the initial manuscript and articles.
(B) Arranging text and images on a page layout.
(C) Folding and cutting the printed sheets.
(D) Creating printing plates from digital files.

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274. The choice between offset lithography and digital printing is primarily based on:
(A) economic considerations and the required print volume.
(B) the designer's personal preference and style.
(C) the subject matter of the content being printed.
(D) the geographical location of the printing press.

275. What is the function of "finishing processes" like saddle-stitching or perfect binding?
(A) To correct spelling and grammar in the text.
(B) To convert the document to a digital format.
(C) To assemble the printed pages into a final product.
(D) To improve the color accuracy of images.

Direction : Please read the following source carefully.

Electronic media production techniques are characterized by a three-phase structure: pre-production, production, and post-production. This structured approach is fundamental to creating content for media such as radio and television. The pre-production phase is the planning and preparation stage, and it is arguably the most critical for a successful outcome. It involves developing the concept,

the pressure to maintain journalistic or artistic integrity amidst commercial demands. Therefore, media management is not merely about business efficiency but about stewarding a cultural and informational resource in a commercially competitive environment.

Based on the above source, attempt the following five questions.

251. According to the passage, what fundamentally distinguishes media management from general management?
(A) Its exclusive focus on profitability and market leadership.
(B) Its need to balance the cultural and commercial aspects of media products.
(C) Its application of management principles to non-commercial entities.
(D) Its independence from technological and regulatory changes.

252. Which of the following is described as a core function of media management?
(A) Aligning all organizational activities with the company's mission and market position.
(B) Prioritizing creative autonomy over all economic considerations.
(C) Focusing solely on the distribution and marketing of finished media products.
(D) Minimizing the use of technological resources to reduce fixed costs.

253. The passage suggests that media products have a "dual nature," which implies they are:
(A) both informational and entertaining.
(B) both for domestic and international consumption.
(C) both artistic artifacts and marketable goods.
(D) both temporary and permanent in value.

254. Which of these is identified as a unique challenge faced in media management?
(A) Long product life cycles and stable audience preferences.
(B) Low fixed costs and predictable revenue streams.
(C) A slow-moving technological landscape.
(D) The need to maintain integrity while facing commercial pressures.

255. What can be inferred about the role of a media manager from the passage?
(A) The manager's role is primarily creative, with little concern for business aspects.
(B) The manager focuses exclusively on financial optimization and cost-cutting.
(C) The manager acts as a steward for a cultural resource within a business context.
(D) The manager's main task is to lobby for deregulation in the media industry.

Direction : Please read the following source carefully.

The "grammar of electronic media" refers to the system of formal conventions, codes, and syntactical structures that govern the creation and interpretation of content in mediums like television, radio, and film. This grammar is not linguistic in the traditional sense but is composed of visual and auditory elements that function like words and sentences to convey meaning and evoke emotion. For television and film, this includes the 'shot' as the basic unit, with its various types (e.g., close-up, long shot) and properties (angle, movement). The sequencing of these shots through editing—using cuts, dissolves, and fades—forms the syntax that dictates pace, rhythm, and narrative flow. Sound is an equally critical component, encompassing dialogue, music, and sound effects, which work in conjunction with the visuals to shape the audience's experience. In radio, the grammar is entirely auditory, relying on vocal tone, pacing, silence, music, and ambient sounds to construct a "theatre of the mind." Understanding this grammar is essential for media producers to effectively encode their messages and for audiences, often subconsciously, to decode them. It is the underlying language that makes the consumption of electronic media a coherent and meaningful experience, distinguishing it from the static grammar of print.

Based on the above source, attempt the following five questions.

256. What does the passage define as the "grammar of electronic media"?
(A) The linguistic rules governing the spoken dialogue in films and radio.
(B) The set of conventions and structures using visual and auditory elements to create meaning.

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Based on the above source, attempt the following five questions.

281. What is the key advantage of non-linear editing (NLE) in digital media production?
(A) It allows for modifying and rearranging clips in any order without destroying the original.
(B) It guarantees the highest possible image resolution.
(C) It automatically corrects all errors in the source footage.
(D) It is a less expensive process than traditional film editing.

282. Which of the following is identified in the passage as a technique particularly unique to digital media for the internet?
(A) Linear, sequential editing.
(B) Responsive design for adapting to different screen sizes.
(C) The use of physical printing plates.
(D) Recording audio on magnetic tape.

283. According to the text, how do digital media production techniques incorporate interactivity?
(A) By filming in front of a live studio audience.
(B) By including elements like clickable links and user-driven narratives.
(C) By broadcasting content live on television and radio.
(D) By using traditional storyboarding methods.

284. What is the role of a Content Management System (CMS) in digital production?
(A) To streamline collaboration and distribution of content.
(B) To generate computer-generated imagery and visual effects.
(C) To act as the primary camera during filming.
(D) To perform color correction on the final video.

285. The passage suggests that, compared to traditional methods, digital media production is more:
(A) linear and rigid.
(B) simple and straightforward.
(C) non-linear and integrated.
(D) reliant on physical media.

Direction : Please read the following source carefully.

The economics and commerce of mass media in India are complex, characterized by a highly competitive market and diverse revenue models. A predominant business strategy is the "dual-product" model, wherein a media company sells two different products: content to the audience and the audience's attention to advertisers. This creates a dependency on advertising revenue, which often surpasses income from subscriptions or direct sales of the media product. The structure of the Indian media market involves a mix of large, diversified media conglomerates, independent regional players, and emerging digital-native startups. The flow of commerce is heavily influenced by audience metrics, such as television rating points (TRPs) and newspaper circulation figures, which determine advertising rates. The economic landscape has also been shaped by government policies, including regulations on foreign direct investment (FDI), which dictate the extent of foreign ownership allowed in various media sectors. This commercial pressure can create a potential conflict between the media's public service role and the imperative to generate profits, influencing content decisions to cater to the largest possible audience or specific consumer demographics favored by advertisers. Consequently, the economic framework is a critical determinant of the nature, quality, and diversity of media content available in India.

Based on the above source, attempt the following five questions.

286. What is the "dual-product" model in the context of Indian mass media?
(A) Selling both print and digital versions of the same content.
(B) Producing content for both domestic and international markets.
(C) Offering both news content and entertainment programming.
(D) Selling content to audiences and audience attention to advertisers.

287. According to the passage, what is the primary source of revenue for many mass media companies in India?
(A) Government subsidies and grants.
(B) Subscriptions and direct sales of content.
(C) Advertising.
(D) Public donations and crowdfunding.

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writing the script, storyboarding, casting actors or presenters, scouting and securing locations, and scheduling the entire project. A thorough pre-production phase minimizes problems and reduces costs during the subsequent stages. The production phase is the actual execution of the plan, where the content is recorded. For television, this involves filming the scenes with cameras, lighting, and sound recording equipment. For radio, it is the recording of voice-overs, interviews, and sound effects in a studio. The final phase, post-production, is where the raw recorded material is transformed into a polished, coherent program. This includes editing video footage or audio tracks, adding graphics and visual effects, color correction, sound mixing, and adding music or a soundtrack. The seamless integration of these three phases is essential for producing high-quality electronic media content efficiently and effectively.

276. Based on the above source, attempt the following five questions.
Which of the following activities belongs to the pre-production phase of electronic media production?
(A) Casting actors and scouting locations.
(B) Editing video footage.
(C) Filming scenes on location.
(D) Mixing the final audio track.

277. The passage describes the production phase as the stage where:
(A) the initial concept and script are developed.
(B) the project is planned and scheduled.
(C) graphics and special effects are added to the footage.
(D) the raw audio or video content is actually recorded.

278. What is the primary purpose of the post-production phase?
(A) To prepare the budget and hire the crew.
(B) To assemble and refine raw recorded material into a finished program.
(C) To promote and distribute the final media product.
(D) To secure the necessary filming permits and locations.

279. According to the text, why is the pre-production phase considered particularly critical?
(A) Because it is the only phase where creative decisions are made.
(B) Because it involves the most expensive equipment and technology.
(C) Because thorough planning at this stage helps minimize future problems and costs.
(D) Because it is the final opportunity to make changes before public release.

280. Which of the following is an activity specific to the post-production of a television program?
(A) Storyboarding the visual sequence.
(B) Recording dialogue in a sound studio.
(C) Setting up lights on the film set.
(D) Color correction of the filmed footage.

Direction : Please read the following source carefully.

Digital media production techniques have fundamentally altered traditional workflows by introducing non-linearity, interactivity, and integration. Unlike the linear progression of analog electronic media, digital production allows for much greater flexibility. Central to this is non-linear editing (NLE), where video and audio clips can be accessed, modified, and rearranged in any order without destroying the source material. This facilitates a more iterative and experimental creative process. Furthermore, digital techniques heavily incorporate computer-generated imagery (CGI), motion graphics, and visual effects (VFX) that can be seamlessly integrated with live-action footage. The production of media for the internet and mobile devices also involves unique techniques such as responsive design, ensuring content adapts to various screen sizes. Interactivity is another key differentiator; digital media production often includes creating interactive elements, such as clickable links, polls, or user-driven narratives. The management of digital assets and workflows is frequently handled by sophisticated Content Management Systems (CMS) and Digital Asset Management (DAM) systems, which streamline collaboration and distribution across multiple platforms. This complex, multi-layered approach distinguishes digital production from its more straightforward print and electronic predecessors, demanding a blend of creative, technical, and data-management skills.

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294. The term "corporatization of the Indian media industry" in the passage implies that media organizations began to:
(A) operate more like government departments.
(B) adopt business practices common in large corporations.
(C) be run as non-profit entities.
(D) reject professional management practices.

295. How did the measure of success for media managers change in the post-liberalisation era?
(A) It was measured solely by the artistic quality of the content.
(B) It remained focused on reach without regard to commercial viability.
(C) Success was increasingly judged by financial performance and shareholder value.
(D) Success was determined by the number of government awards received.

Direction : Please read the following source carefully.

In the Indian media industry, the principles of management, particularly in the post-liberalisation era, are inextricably linked with the economics of the sector and, in turn, dictate production techniques and choices. With increased competition and a commercial focus driven by the market economy, media management is now compelled to make decisions that prioritize financial return. This economic pressure directly influences production. For instance, the high cost associated with certain genres, like investigative journalism or high-quality documentaries, may lead management to favor lower-cost, high-volume content such as reality television or studio-based talk shows that promise better advertising revenues. The grammar of electronic media itself can be affected, with production techniques being streamlined for efficiency; for example, using multi-camera setups for quick shoots or relying on templates in digital media production to reduce design time. The management's strategic decision to pursue a specific demographic, guided by commercial data, will shape the entire production process, from concept and casting to the final editing style. Therefore, understanding the contemporary Indian media landscape requires seeing media management not as an isolated function but as a nexus where the principles of business management and the pressures of commerce converge to shape the very form and substance of media production.

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296. Based on the above source, attempt the following five questions.
What is the central argument of the passage?
(A) Media management operates independently of economic and production concerns.
(B) Post-liberalisation management in Indian media prioritizes creative freedom over financial returns.
(C) Production techniques have remained unchanged despite the shift in management principles.
(D) Economic pressures and management principles converge to directly influence media production choices.

297. According to the passage, why might a media manager favor reality television over investigative journalism?
(A) Because it is often less expensive to produce and can generate higher advertising revenue.
(B) Because reality television is considered more prestigious and culturally valuable.
(C) Because it adheres more closely to the traditional grammar of electronic media.
(D) Because it requires more sophisticated digital production techniques.

298. How can economic pressures affect the "grammar of electronic media"?
(A) By forcing producers to abandon visual and auditory elements entirely.
(B) By encouraging the use of production techniques that are streamlined for efficiency and cost-saving.
(C) By mandating the use of only one type of camera shot in all productions.
(D) By eliminating the post-production phase to save money.

299. The passage suggests that the choice of media content genre is often a decision guided by:
(A) the personal interests of the production crew.
(B) management's analysis of commercial data and target demographics.
(C) purely artistic and cultural considerations.
(D) government mandates on content diversity.

contrast.
(B) By dictating the ideal choice of typeface for a specific audience.
(C) By explaining how viewers perceive a unified whole from various elements.
(D) By analyzing the emotional impact of different photographic subjects.

264. The "ultimate goal" of applying communication design theories, according to the text, is to:
(A) create visually spectacular designs that win awards.
(B) ensure the message is produced using the least expensive methods.
(C) test the limits of an audience's cognitive abilities.
(D) align the receiver's interpretation with the sender's intention.

265. Based on the passage, what role does typography play in communication design?
(A) It is used to enhance readability and establish a specific tone.
(B) It is a minor decorative element with little impact on the message.
(C) Its primary function is to fill empty space in a layout.
(D) It is governed by mathematical principles of symmetry.

Direction : Please read the following source carefully.

The practice of communication design involves the tangible application of design theories to create functional and impactful media artifacts. It is a problem-solving discipline where a designer translates a client's or an organization's objectives into a visual language that resonates with a specific audience. This practice extends across various media, demanding versatile skills. In print, a designer might work on book covers, magazine layouts, or branding materials, making critical decisions about typography, grid systems, paper stock, and printing techniques to ensure the final product is both aesthetically pleasing and effective. In the electronic and digital realms, the practice involves designing user interfaces (UI) and user experiences (UX) for websites and apps, creating motion graphics for video, or developing visual content for social media campaigns. A key aspect of the practice is the design process itself, which typically includes research, ideation, prototyping, user testing, and refinement. This iterative process ensures that the final design is not just a matter of the designer's personal taste but is a well-researched solution tailored to the communication goal. Thus, the practice of communication design is a strategic craft that combines creativity with analytical thinking to produce clear, engaging, and purposeful communication.

Based on the above source, attempt the following five questions.

266. Which statement best summarizes the "practice of communication design" as presented in the passage?
(A) It is the theoretical study of visual aesthetics in isolation.
(B) It is the application of design theory to create functional media for a specific purpose.
(C) It is a process focused solely on the designer's personal artistic expression.
(D) It is the technical operation of printing presses and digital software.

267. The passage indicates that a key difference in the practice of digital design compared to print is the focus on:
(A) paper stock and printing techniques.
(B) user interfaces and user experiences.
(C) grid systems and fixed layouts.
(D) static imagery and typography.

268. What does the typical design process, as described in the text, emphasize?
(A) The importance of research, prototyping, and refinement.
(B) A linear progression from idea to final product without any changes.
(C) The exclusion of user feedback to maintain creative integrity.
(D) Rapid production with a primary focus on speed.

269. The passage suggests that a communication designer's role is akin to that of a:
(A) historian documenting past design trends.
(B) machine operator focused on a single technical task.
(C) problem-solver translating objectives into a visual language.

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ANSWERS

1. (B) The application of classical management functions and principles to media organizations.
Media management involves the application of management principles to media organizations to achieve specific goals. This process integrates classical functions like planning, organizing, leading, and controlling within the unique environment of the media industry. It addresses the challenges of managing creative professionals, technological resources, and financial assets. Effective management ensures that a media house remains commercially viable while fulfilling its editorial and social responsibilities in a competitive market environment.

2. (A) Swiveling the camera horizontally on a fixed axis.
A pan shot is a fundamental camera movement in electronic media production where the camera swivels horizontally on a fixed vertical axis. This technique mimics the human head turning from side to side. It is used to follow a moving subject, scan a wide landscape, or establish a spatial relationship between elements. Unlike a tracking shot, the camera base remains stationary while the camera body rotates smoothly across a specific scene.

3. (C) Gestalt Theory
Gestalt theory is a psychological framework used in communication design to explain how humans perceive visual information. It suggests that individuals tend to group similar elements and perceive complex images as unified wholes rather than collections of disconnected parts. Principles such as proximity and similarity help designers create organized layouts. This approach ensures that the audience can easily interpret the intended message by seeing a complete, coherent, and structured picture.

4. (D) All the steps before actual printing, including typesetting and color correction.
Pre-press encompasses all the essential procedures that occur between the creation of a layout and the actual printing process. This stage includes critical tasks such as typesetting, image scanning, color correction, and page imposition. It also involves plate making, where the final design is transferred onto printing plates. Ensuring accuracy during pre-press is vital, as any errors at this stage can lead to costly mistakes during the final production run.

5. (A) P-4, Q-3, R-1, S-2
Media management functions involve distinct activities aimed at achieving organizational efficiency. Planning focuses on setting future goals and strategies, such as determining targets for the next fiscal year. Organizing involves creating structures, like departmental frameworks for a television channel. Leading involves guiding and motivating personnel to meet specific deadlines. Controlling is the process of monitoring performance against goals, such as reviewing advertising revenue targets to ensure financial stability.

6. (B) A background music score added to enhance the mood of a scene.
Non-diegetic sound refers to any audio in a film that does not originate from the world of the story. This includes background music scores, narrator voiceovers, or sound effects added for dramatic impact that characters on screen cannot hear. Unlike diegetic sounds like dialogue or footsteps, non-diegetic elements are intended primarily for the audience to enhance mood, provide commentary, or build tension throughout the cinematic narrative experience.

7. (D) Conventions, codes, and techniques used to construct meaning in audio-visual media.
The grammar of electronic media encompasses the conventions, codes, and techniques used to construct meaning in audio-visual storytelling. It includes the deliberate use of camera shots, angles, movements, and editing styles to communicate ideas and emotions to the viewer. By understanding this grammar, media producers can effectively manipulate visual and auditory elements to guide the audience's perception and ensure that the intended message is communicated clearly and effectively.

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organizations to reach a much wider audience and generate additional income from a single piece of work. For the purchasing outlets, syndication provides access to high-quality content at a lower cost than producing it themselves. It is a widespread practice in both print and broadcast industries.

67. (B) The economic liberalisation policies of the 1990s.
The shift from a state-controlled to a market-driven media environment in India was a direct result of the economic liberalisation policies introduced in the early nineties. These reforms allowed for private and foreign investment, breaking the government's monopoly on broadcasting and expanding the print sector. This transition created a highly competitive media market, leading to a surge in the number of channels and publications. It also required media organizations to adopt professional management and market-oriented strategies to survive.

68. (B) Organizing
Organizing is a management function that involves arranging resources and tasks to achieve an organization's goals. Creating an organizational chart is a key part of this process, as it defines the hierarchy, roles, and reporting relationships within a media house. This structure ensures that everyone knows their responsibilities and how they contribute to the overall operation. By effectively organizing personnel and departments, media managers can improve communication, streamline production workflows, and ensure that resources are used efficiently.

69. (B) An extreme long shot used at the beginning of a scene to show the location and setting.
An establishing shot is typically an extreme long shot placed at the beginning of a scene to provide the audience with context about the location and setting. It helps to ground the narrative by showing where the action is taking place and establishing the mood. This shot often shows a building's exterior or a wide landscape before cutting to closer shots of the characters. It is a fundamental technique in visual storytelling for maintaining spatial and narrative continuity.

70. (B) Create visual interest and draw attention to certain elements by making them different from others.
Contrast is a design principle used to create visual interest and emphasize specific elements by making them distinct from others. This can be achieved through differences in color, size, shape, texture, or typography. By using contrast effectively, designers can guide the viewer's eye to the most important parts of a composition and establish a clear visual hierarchy. It prevents a design from looking monotonous and ensures that the intended message stands out clearly and remains engaging.

71. (A) Both A and R are true and R is the correct explanation of A.
Digital media production techniques have revolutionized the industry by significantly lowering the barriers to entry for content creators. This shift is driven by the widespread availability of affordable software and hardware, such as high-quality smartphones and professional-grade non-linear editing applications. These tools allow individuals to produce and distribute sophisticated content without the need for traditional, expensive studio setups. Consequently, a new era of independent and citizen journalism has emerged, diversifying the global media landscape and its voices.

72. (B) The creation of a preliminary version of a publication to check for errors before printing.
Proofing is a vital quality control step in traditional print media production that involves creating a preliminary version of a publication. This proof is used to check for errors in text, layout, color, and image quality before the final high-volume printing run begins. By identifying and correcting mistakes at this stage, media houses can avoid costly errors and ensure that the finished product meets professional standards. Proofing is essential for maintaining the credibility and quality of printed materials.

73. (C) Public goods, characterized by non-rivalry and high initial production costs with low reproduction costs.
Many mass media products are characterized as public goods because they exhibit non-rivalry in consumption, meaning one person's use does not reduce its availability to others. These

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country. In the context of the Indian media industry, FDI policies were liberalised to allow international media conglomerates to invest in domestic television channels and publications. This shift brought in global expertise, capital, and technology, fostering a more competitive and diverse media environment. FDI remains a crucial factor in the economic growth of India.

16. (B) Censoring
Media management functions are based on classical management principles designed to ensure organizational efficiency and content quality. These primary functions include planning, organizing, leading, and controlling resources to achieve specific objectives. While media organizations must follow legal and ethical guidelines, censoring is generally not considered a constructive management function. Instead, management focuses on strategic direction, human resource development, and financial sustainability to thrive in a competitive and rapidly evolving global media landscape.

17. (B) b and d
The grammar of electronic media consists of specific conventions and techniques used to construct narrative meaning. Key components of this grammar include the deliberate use of camera shots, angles, and movements to convey information and emotion to the viewer. Additionally, editing techniques such as cuts, dissolves, and fades play a core role in structuring the pace and flow of the visual story. These elements work together to create a cohesive and engaging audio-visual experience.

18. (A) Contrasting elements and their visual weights, which are unequal but still create a sense of balance.
Asymmetrical balance in communication design achieves equilibrium through the careful arrangement of contrasting elements with unequal visual weights. Unlike symmetrical balance, which relies on mirroring, asymmetry uses different objects, colors, or textures to create a dynamic and visually interesting composition. A large, simple object on one side might be balanced by several smaller, more complex elements on the other. This approach creates a sense of movement and variety while maintaining a balanced whole.

19. (C) Offset Lithography
Offset lithography is a widely used printing technology that operates on the principle that oil and water do not mix. A key step in this process involves burning a digital image onto a light-sensitive printing plate using ultraviolet light. The plate is then treated so that the image areas accept ink while the non-image areas attract water. This ink is eventually transferred to a rubber blanket and then onto the final paper surface for production.

20. (D) The ability to have non-linear access and editing capabilities.
A significant advantage of digital media production is the move from linear to non-linear workflows. Non-linear editing systems allow creators to access any frame of audio or video directly and make changes at any point in the timeline without affecting the rest of the sequence. This flexibility facilitates non-destructive editing, experimentation, and faster production speeds. Digital technology has transformed how content is created, allowing for greater creative freedom and more efficient revision processes.

21. (C) Content to audiences and audiences to advertisers.
The dual product nature of commercial mass media highlights its unique economic structure. Media organizations create content to attract a specific audience, which represents the first product sold. Simultaneously, they sell the attention and demographics of this audience to advertisers, which constitutes the second product. This model means that media houses must balance the interests of their viewers with those of their sponsors to remain financially viable and maintain a stable source of revenue.

22. (B) The introduction of satellite television and the growth of private channels.
Economic liberalisation significantly impacted the Indian media industry by allowing the entry of private and foreign players into the broadcasting sector. This policy shift ended the government's monopoly on television and led to the introduction of satellite television. Consequently, there was an explosion of private channels offering a wide variety of news and entertainment content. This growth increased competition, improved production quality, and

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provided the Indian audience with a much greater range of viewing choices.

23. (D) II, IV, I, III
Television production follows a logical chronological sequence to ensure efficiency and creative coherence. The process begins with scriptwriting and storyboarding to establish the narrative and visual plan. This is followed by casting and location scouting to gather the necessary talent and settings. Principal photography is the third stage, where the actual shooting of footage takes place. Finally, video editing and sound mixing occur during post-production to assemble the finished product for distribution to the audience.

24. (A) Point-of-View (POV) shot
A point-of-view shot is a cinematic technique that shows a scene from the direct perspective of a specific character. It allows the audience to see exactly what the character is seeing, creating a sense of immersion and emotional connection. This shot is often preceded by a shot of the character looking at something, followed by the POV shot. It is a powerful tool in visual storytelling used to convey subjective experiences and heighten dramatic tension.

25. (C) All parts of the design working together to be seen as a whole, creating a sense of completion.
Unity is a fundamental principle in communication design where all elements of a composition work together to create a cohesive and harmonious whole. It ensures that various parts of the design, such as typography, imagery, and color, complement each other rather than appearing disconnected. Achieving unity creates a sense of completion and order, allowing the viewer to perceive the intended message as a single, organized unit. It is essential for effective and professional visual communication.

26. (A) Binding and trimming
Post-press activities in print production involve the final steps required to finish a printed product after it leaves the press. These tasks include binding, which involves securing pages together, and trimming, which ensures the edges are neat and the product is the correct size. Other activities might include folding, laminating, or packaging. These finishing processes are essential for transforming raw printed sheets into professional publications like books, magazines, or brochures ready for distribution.

27. (D) An emerging form of new media storytelling where reporters use smartphones for every aspect of the process.
Mobile journalism, often called MoJo, is a contemporary form of digital storytelling where reporters use smartphones to gather, edit, and distribute news content. This approach allows for greater speed, flexibility, and cost-effectiveness in the field. Using various mobile applications, journalists can record high-quality video, capture audio, and transmit stories directly to newsrooms or social media platforms. MoJo has democratized content creation and is increasingly used by professional news organizations to cover breaking events.

28. (B) Subscription model
The subscription model is a revenue strategy where users pay a regular, recurring fee to access specific media content or services. This model provides media organizations with a stable and predictable income stream while reducing reliance on advertising revenue. Common examples include monthly payments for newspapers, magazines, or streaming platforms. By charging users directly, media outlets can often focus on providing high-quality, specialized content tailored to the interests and needs of their dedicated subscriber base.

29. (C) a, b, c, e
Management principles developed by Henri Fayol are widely applicable to the media industry to improve organizational efficiency. Division of work ensures specialization and increased productivity among creative and technical staff. Unity of command minimizes confusion by ensuring employees receive orders from only one supervisor. Remuneration provides fair compensation to motivate the workforce. Esprit de corps fosters team spirit and unity. These principles help media organizations navigate complex workflows and maintain a professional environment for content creation.

30. (D) One shot gradually disappears while the subsequent shot gradually appears.

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A dissolve is a classic video transition technique where one shot gradually fades out while the subsequent shot simultaneously fades in. During the middle of the transition, both images overlap on the screen. This effect is often used in video editing to suggest a passage of time, a change in location, or a shift in the narrative's mood. It provides a softer and more fluid transition than a standard cut, helping to maintain visual continuity.

31. (A) It is solely focused on maximizing profit, ignoring all ethical considerations.
Media management involves the strategic coordination of human, financial, and technological resources within a media organization. It requires a deep understanding of both general management principles and the unique creative nature of content production. Contrary to the idea of focusing solely on profit, modern media management must balance commercial success with journalistic ethics and social responsibility. Effective planning and leadership are crucial components for ensuring that a media house thrives while maintaining its credibility and audience trust.

32. (B) Additive color model
The RGB color model is an additive color system used primarily for digital displays like televisions and computer monitors. It creates a broad spectrum of colors by combining varying intensities of red, green, and blue light. When all three colors are added together at full intensity, they produce white light. This model contrasts with subtractive systems used in printing. Understanding additive color is essential for digital media production to ensure accurate color representation across different electronic devices.

33. (B) Creating a sequence of drawings to visualize the shots of a production.
Storyboarding is a vital pre-production process in electronic media where a sequence of drawings is created to visualize each shot of a production. These drawings often include notes about camera movement, dialogue, and timing. By mapping out the visual narrative beforehand, the production team can identify potential challenges and ensure that all stakeholders share a common vision. Storyboards serve as a blueprint for the director and cinematographer, streamlining the actual filming process.

34. (A) The ability to access any frame directly and make changes independently.
Non-linear editing systems revolutionized post-production by allowing editors to access any frame of digital footage directly without searching through a physical reel. This technology enables changes to be made at any point in the timeline independently, facilitating non-destructive editing. Unlike traditional linear methods that required sequential assembly, NLE software provides the flexibility to experiment with different arrangements. This capability significantly speeds up the editing process and allows for more complex and creative storytelling.

35. (B) P-4, Q-3, R-1, S-2
Economic concepts in media are essential for understanding industry growth and competition. Economies of scale occur when the unit cost of production decreases as output increases. Vertical integration involves a company owning different stages of production and distribution, such as a studio owning cinemas. Horizontal integration describes a company acquiring its competitors within the same industry level. Syndication is the practice of selling content rights to other broadcasters, allowing for wider distribution and increased revenue generation.

36. (B) Esprit de Corps
Esprit de corps is a management principle that emphasizes the importance of building team spirit and a sense of unity within an organization. In the competitive post-liberalisation media industry, fostering a shared mission among a diverse workforce is crucial for success. This principle encourages cooperation and mutual support, leading to higher morale and productivity. By creating a positive work environment, media managers can ensure that creative and technical teams work harmoniously toward achieving common organizational goals.

37. (D) The vertical pivoting of the camera up or down.
A tilt is a camera movement where the camera body pivots vertically up or down on a fixed horizontal axis. This movement is often used in electronic media to follow a subject moving

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vertically, to reveal new information within a scene, or to emphasize the height and scale of an object. Unlike a pan, which moves side to side, the tilt changes the vertical perspective while the camera base remains stationary on its tripod or mount.

38. (A) Serif fonts have small lines or strokes attached to the end of larger strokes in letters; sans-serif fonts do not.
The primary distinction in typography between serif and sans-serif fonts lies in the presence of small decorative lines, called serifs, at the ends of letter strokes. Serif fonts, like Times New Roman, are often associated with traditional print media and are believed to enhance readability in long blocks of text. Sans-serif fonts, such as Arial, lack these strokes and offer a cleaner, more modern look. They are widely used for digital screens and headlines due to their clarity.

39. (C) Sound design or Audio mixing
Sound design or audio mixing is a critical phase in radio production where multiple audio sources, including voice, music, and sound effects, are combined into a final track. This process involves balancing volume levels, applying effects, and ensuring a seamless transition between different elements. The goal is to create a professional and engaging auditory experience for the listener. Skilled mixing enhances the narrative and ensures that all components of the broadcast are clear and appropriately layered.

40. (A) Present information, data, or knowledge visually and engagingly.
An infographic is a digital media product designed to present complex information, data, or knowledge in a visual and engaging format. By combining graphics, icons, and text, infographics make information easier to understand and remember. They are widely used in journalism, marketing, and education to highlight key statistics or explain complicated processes quickly. The effective use of color and layout in an infographic helps to guide the viewer through the data, making it more accessible to a broad audience.

41. (A) Both A and R are true and R is the correct explanation of A.
The economic liberalisation of 1991 was a turning point for the Indian media industry, leading to a massive proliferation of private television channels. This growth was directly caused by the government's policy shift, which allowed private and foreign investment in the broadcasting sector. By breaking the state-owned monopoly of Doordarshan, liberalisation fostered competition and innovation. This change provided the Indian audience with diverse content choices and transformed the country's media landscape into a dynamic and market-driven industry.

42. (B) An image divided into nine parts with elements placed at the intersections.
The rule of thirds is a compositional guideline used in visual arts and media production to create more balanced and engaging images. It suggests dividing the frame into nine equal parts using two horizontal and two vertical lines. By placing the most important elements of a scene along these lines or at their intersections, creators can lead the viewer's eye and add visual interest. This technique avoids placing subjects in the center, resulting in a more dynamic composition.

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43. (C) Storyboarding
Printing processes are technical methods used to transfer ink onto a substrate to produce multiple copies of a design. Common processes include offset lithography for high-volume printing, gravure for long runs, and flexography for packaging. These techniques are distinct from storyboarding, which is a pre-production activity used to visualize scenes in audio-visual media. Understanding the various types of printing is essential for selecting the most appropriate and cost-effective method for a specific print production project.

44. (D) Convergence
Convergence describes the merging of previously distinct media technologies and platforms into a new, integrated form. In the digital age, this process has seen the boundaries between print, broadcast, and the internet become increasingly blurred. For example, newspapers now provide video content, and television networks offer interactive web experiences. Convergence allows for the seamless distribution of content across multiple devices, requiring media organizations to adapt their workflows and

management strategies to thrive in a unified digital environment.

45. (A) Planning
Planning is a core management function that involves setting organizational goals and determining the best strategies to achieve them. In the media industry, setting specific audience reach targets for a new project, such as a web series, is a prime example of planning. This process requires analyzing market trends, understanding the target audience, and allocating resources effectively. By establishing clear objectives, media managers provide a roadmap for the production and marketing teams to follow.

46. (B) A shot that captures the subject from roughly the waist to the head.
A medium shot is a standard framing technique in the grammar of electronic media that typically captures a subject from the waist up to the head. This shot provides a balance between the subject's facial expressions and their body language within the surrounding environment. It is frequently used in interviews, news reporting, and dialogue scenes because it feels natural and allows the audience to focus on the character's interaction while still maintaining a sense of setting.

47. (B) b and c
Digital media production is characterized by the use of digital technology for recording, editing, and distribution. It allows for the easy duplication and rapid sharing of content via the internet, reaching global audiences instantly. Furthermore, the final products are often interactive, encouraging user engagement through comments, shares, or direct participation. Unlike traditional analog workflows, digital production facilitates non-linear editing and non-destructive changes, making the creation process more flexible and efficient in a modern, fast-paced media environment.

48. (A) The way in which a market is organized in terms of number of firms and level of competition.
Market structure in media economics describes how a particular media market is organized, specifically regarding the number of competing firms and the level of competition. Common structures include monopolies, where one firm dominates, and oligopolies, where a few large corporations control the market. Understanding market structure is vital for analyzing pricing, innovation, and consumer choice. It also helps regulators identify potential issues related to market concentration and the diversity of voices within the media landscape.

49. (C) Managing audience fragmentation due to a plethora of choices.
In the post-liberalisation era, the Indian media industry has seen an explosion of content choices across various platforms. This has led to audience fragmentation, where viewers are spread across many different channels and services. Media managers now face the significant challenge of attracting and retaining an audience in a highly competitive environment. Managing this fragmentation requires sophisticated market research, effective branding, and the creation of high-quality, targeted content that resonates with specific niche segments of the population.

50. (A) The process of adjusting the space between individual letters to improve readability and aesthetics.
Kerning is a specialized technique in typography and communication design that involves adjusting the spacing between individual letters. The goal of kerning is to achieve a visually consistent and pleasing appearance, especially when certain letter combinations create awkward gaps. Proper kerning improves readability and ensures that the text looks professional across various media. It is distinct from tracking, which adjusts spacing uniformly across a range of characters, and leading, which refers to vertical line spacing.

51. (D) Moving the camera physically towards or away from the subject on a platform.
A dolly shot is a cinematic technique where the camera is mounted on a wheeled platform and physically moved towards or away from the subject. This movement creates a smooth, fluid sense of motion that changes the viewer's perspective and depth of field. Unlike a zoom, which changes the focal length of the lens, a dolly shot involves actual physical movement in space. It is often used to build tension, reveal new details, or create an immersive experience.

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8. (A) Advertising revenue
Advertising revenue is a central pillar of mass media economics, representing the primary source of income for most commercial media outlets. In this model, media organizations sell access to their audiences to advertisers who wish to promote products or services. This financial structure allows media houses to produce content while maintaining profitability. The reliance on advertising influences programming decisions, as outlets often prioritize content that attracts large or highly desirable target demographics.

9. (C) Increased competition and the entry of private and foreign industry players.
The Indian media industry underwent a dramatic transformation following the economic liberalisation policies of the early nineties. This era was characterized by the end of state-owned monopolies and the entry of numerous private and foreign industry players. The resulting increased competition led to a massive expansion in the number of television channels and publications. Media organizations had to adopt professional management practices and innovative strategies to capture market share in this diverse environment.

10. (A) Pre-production
Pre-production is the initial phase of media production where all necessary planning and preparations occur before actual filming begins. During this stage, a producer organizes essential personnel, secures equipment, and scouts appropriate locations for the shoot. Other key activities include scriptwriting, casting, and budgeting. Efficient pre-production is crucial for ensuring that the subsequent production and post-production phases run smoothly, as it provides a clear roadmap and manages logistical requirements for the project.

11. (A) Both A and R are true and R is the correct explanation of A.
Controlling is a fundamental management function that involves monitoring actual performance and comparing it with established goals. This process is essential for media organizations to identify deviations and take corrective actions. Without effective control mechanisms, a media company cannot verify whether its strategic objectives are being met efficiently. Therefore, monitoring performance serves as the primary tool for ensuring that the organization remains on track toward achieving its long-term goals and operational success.

12. (B) The distribution of visual weight of objects, colors, texture, and space.
Balance in communication design refers to the distribution of visual weight within a composition to create a sense of equilibrium. This weight is determined by various elements, including the size and placement of objects, colors, textures, and the use of space. Achieving balance ensures that no single part of the design overpowers the others, guiding the viewer's eye smoothly across the content. It can be achieved through symmetrical, asymmetrical, or radial arrangements.

13. (C) Creating page layouts for print media using a computer.
Desktop Publishing involves the use of specialized software on a personal computer to create high-quality page layouts for various print media. This technology allows designers to integrate text, graphics, and images into a single document ready for professional printing. It has revolutionized the publishing industry by making the design process faster and more accessible. Common applications include creating newspapers, magazines, brochures, and books with precise control over typography and visual arrangement.

14. (D) An episodic series of digital audio files downloadable to a personal device.
A podcast is an episodic series of digital audio files that users can download or stream to their personal devices for convenient listening. Unlike traditional radio, podcasts offer on-demand consumption, allowing audiences to listen to specific topics whenever they choose. This medium has gained popularity due to its niche content, portability, and ease of production. Podcasts serve as a powerful tool for storytelling, news, and education within the modern digital media landscape.

15. (A) Foreign Direct Investment
Foreign Direct Investment refers to the investment made by an entity based in one country into the business interests of another

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challenges. These included intense competition from private and international players and the urgent need to adapt to rapid technological advancements and media convergence. Additionally, managers had to lead a diverse workforce with highly specialized skills while balancing commercial profit motives with journalistic ethics. Successfully navigating these factors is essential for the long-term sustainability and credibility of media organizations in a dynamic and market-driven environment.

60. (B) Historical and traditional print production methods.
Hot metal typesetting is a historical technique used in traditional print production where characters were cast from molten metal to create lines of type. This process, exemplified by the Linotype machine, revolutionized the speed of newspaper production in the late nineteenth century. While it has been largely replaced by digital desktop publishing and offset printing, it remains a significant milestone in the history of communication technology. Understanding such traditional methods provides valuable context for the evolution of modern media production.

61. (C) Influencing and motivating employees to achieve organizational goals.
Leading is a primary management function that focuses on influencing and motivating employees to work toward achieving organizational goals. In a media organization, effective leadership is crucial for guiding creative teams, fostering collaboration, and maintaining high morale during high-pressure production cycles. Good leaders communicate a clear vision, provide support, and encourage innovation among their staff. This human-centric approach ensures that the organization can harness the full potential of its talent to produce high-quality content and achieve success.

62. (A) Involves an abrupt transition from one scene to another, often creating a jarring effect.
A jump cut is an editing technique where two sequential shots of the same subject are taken from camera positions that vary only slightly. This creates an abrupt and jarring transition that gives the impression of a jump in time. While traditionally avoided in continuity editing, jump cuts are often used deliberately in modern media for artistic effect, to speed up a sequence, or to convey a sense of urgency and disorientation within a narrative or documentary.

63. (C) The tendency to perceive objects placed close together as a single group.
The Gestalt principle of proximity suggests that the human brain tends to perceive objects that are placed close to each other as belonging to the same group. In communication design, this principle is used to organize information and create visual relationships. For example, placing a headline close to an image helps the viewer understand that they are related. By using proximity effectively, designers can create a clear hierarchy and make complex layouts more intuitive and easier to navigate.

64. (B) TV production involves a visual component (video), while radio is purely an audio medium.
A fundamental difference between television and radio production is the sensory nature of the media. Television is an audio-visual medium that combines moving images with sound to tell a story. Consequently, it requires additional specialized roles like cinematographers and set designers. Radio, however, is purely an audio medium that relies entirely on voice, sound effects, and music to create imagery in the listener's mind. This distinction significantly influences the scripting, production techniques, and creative strategies used for each platform.

65. (B) P-4, Q-3, R-1, S-2
Digital media terms reflect the diverse ways content is created and shared online. A blog is a regularly updated website typically written in an informal style. A wiki is a collaborative database where users can add and edit content together. A podcast refers to an episodic series of digital audio files available for download. A meme is a piece of media, often humorous, that spreads rapidly across the internet. Understanding these formats is essential for modern media management and production.

66. (C) Syndication
Syndication is a revenue model where media content, such as comic strips, columns, or television programs, is sold to multiple outlets for simultaneous or subsequent broadcast or publication. This allows creators and media

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52. (B) Activities like cutting, folding, binding, and packaging the printed product.
The post-press stage of print production encompasses all the finishing activities that occur after the actual printing process is complete. These tasks include cutting the printed sheets to their final size, folding them into sections, and binding them to create a finished book or magazine. Packaging is also part of this stage to prepare the product for distribution. These finishing touches are essential for ensuring the physical quality and durability of the final printed material before it reaches the consumer.

53. (C) II, I, IV, III
Print production follows a logical sequence of stages to ensure a high-quality final product. The process begins with pre-press, which involves page layout, image preparation, and plate making. Next is the actual printing phase on the press. Once printed, the material moves to post-press for finishing activities such as binding and trimming. Finally, the finished products are distributed to the intended audience. This structured workflow allows for quality control and efficiency throughout the entire manufacturing process.

54. (D) A basic service is provided for free, while advanced features require payment.
The freemium model is a popular digital media business strategy where a basic version of a service is provided to users for free. This allows companies to build a large user base and showcase the value of their product. To generate revenue, advanced features, premium content, or an ad-free experience are offered for a fee. This model is common in mobile applications, streaming services, and online gaming, effectively balancing user acquisition with monetization through tiered access levels.

55. (A) An employee should receive orders from only one supervisor.
Unity of command is a fundamental management principle suggesting that every employee should receive orders from and report to only one supervisor. This principle aims to prevent confusion, conflicting instructions, and overlapping authority within an organization. By maintaining a clear line of command, companies can improve accountability and ensure that employees have a distinct understanding of their tasks and responsibilities. This is especially important in the fast-paced and complex environments typical of modern media organizations.

56. (B) Sound with a source within the narrative world that characters can hear.
Diegetic sound is any audio that originates from within the story's world and can be heard by the characters on screen. This includes dialogue, sound effects made by objects in the scene, and music coming from a radio or instrument within the narrative. Diegetic sound helps to create a realistic and immersive atmosphere for the audience by grounding the action in a believable environment. It is distinguished from non-diegetic sound, which exists outside the narrative world.

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57. (C) Oligopoly
An oligopoly is a market structure where a small number of large firms dominate the industry. In the context of media economics, this often occurs when a few major corporations control a significant share of the audience and advertising revenue. This structure can lead to high barriers to entry for smaller competitors and may influence the diversity of content available to the public. Media managers in an oligopoly must carefully navigate competition while often engaging in strategic alliances and brand differentiation.

58. (A) A strategic practice of planning and projecting ideas and experiences with visual and textual content.
Communication design is a strategic practice that involves planning and creating visual and textual content to project ideas and experiences. It goes beyond aesthetics to focus on how information is structured and delivered to achieve specific communication goals. Designers use various tools, including typography, imagery, and layout, to ensure that messages are clear, engaging, and accessible to a target audience. Effective communication design is essential for building brands, informing the public, and creating meaningful user experiences.

59. (C) a, b, c, e
Following the liberalisation of the Indian media industry, managers faced several complex

products often have high initial production costs, known as first-copy costs, but very low costs for reproduction and distribution. This economic profile influences how media is priced and funded, leading to reliance on advertising, subscriptions, or public funding. Understanding these characteristics is essential for managing media commerce and sustainability.

74. (B) Scalar Chain
The scalar chain is a management principle that describes a clear and formal line of authority from the highest level of management to the lowest. This hierarchy ensures that there is a defined path for communication and decision-making within an organization. In a media company, a scalar chain helps employees understand their reporting relationships and where they fit into the overall structure. It provides order and accountability, which are essential for managing complex production workflows and organizational growth.

75. (C) A shot of something other than the main action used to hide editing cuts.
A cutaway shot is a technique in video editing that shows something other than the main action or subject. It is frequently used to provide additional context, show a character's reaction, or bridge a gap between two shots to maintain continuity. Importantly, cutaways are an effective tool for hiding jarring edits or mistakes in the main footage. By briefly diverting the audience's attention, the editor can create a smoother and more professional narrative flow throughout the production.

76. (B) Repeating visual elements to create a sense of organized movement.
Rhythm in communication design is achieved by repeating visual elements, such as shapes, colors, or patterns, to create a sense of organized movement and flow. Like rhythm in music, visual rhythm guides the viewer's eye through a composition in a predictable and engaging way. It can be regular, flowing, or progressive, depending on how the elements are arranged. By using rhythm effectively, designers can create a sense of harmony and dynamic energy within a static visual layout.

77. (D) a, b, d
Electronic media production utilizes several specialized techniques to create engaging audio-visual content. Storyboarding is used in the pre-production phase to plan shots visually. Three-point lighting is a standard method used during the production phase to ensure subjects are well-lit and have depth. Sound mixing occurs in the post-production phase to balance and layer various audio elements. These techniques are essential for achieving professional quality in television and film, whereas typesetting is primarily associated with traditional print production.

78. (C) Digital media production.
Digital media production involves creating content specifically for digital platforms, including websites and social media. This process includes tasks such as filming short videos, designing graphics, and writing posts that are optimized for online engagement. Unlike traditional analog methods, digital production relies on binary data and software-based tools for editing and distribution. This field is characterized by its speed, interactivity, and the ability to reach global audiences instantly, requiring creators to be proficient in various digital tools.

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79. (D) A small number of large corporations dominate the media market.
A media oligopoly occurs when a small number of large, powerful corporations dominate a particular media market. This market structure often results from consolidation and horizontal integration, where major firms acquire their competitors. While oligopolies can benefit from economies of scale, they also raise concerns about reduced competition, limited diversity of viewpoints, and the potential for increased prices for consumers. Media managers in such environments must navigate complex regulatory landscapes while striving to maintain their market position.

80. (B) Blurring of lines between traditional roles like journalist, photographer, and video editor.
Convergence in the post-liberalisation media industry refers to the blurring of boundaries between previously distinct technologies, platforms, and professional roles. In this environment, media professionals are often required to be multi-skilled, performing tasks

creative vision and is the result of many hours of careful assembly and refinement of the raw footage.

124. (B) Digital media production and design practice.
Creating a professional website requires a combination of digital media production and design practices. This includes establishing a clear navigation structure to improve user experience, ensuring that pages load quickly, and implementing a mobile-friendly layout for accessibility across various devices. These tasks are essential for meeting the expectations of modern audiences and ensuring that digital content is engaging and functional. Effective web design is a strategic process aimed at achieving specific communication goals within an interactive digital environment.

125. (B) Media diversification and synergy
Large media corporations often adopt a strategy of diversification by owning a wide portfolio of assets across different sectors, such as television, film, publishing, and theme parks. This approach allows them to reach different audience segments and reduce financial risk. Furthermore, it creates opportunities for synergy, where various properties can cross-promote each other to maximize brand awareness and revenue. In the post-liberalisation era, diversification and synergy are key tactics used by conglomerates to strengthen their market dominance and efficiency.

126. (B) The need to retain multi-skilled talent in a highly competitive environment.
A significant challenge for human resource management in the modern media industry is the retention of multi-skilled talent. As the industry evolves through convergence, professionals with a diverse range of technical and creative abilities are highly sought after by competing organizations. Media managers must develop effective strategies, such as offering competitive compensation, providing career growth opportunities, and fostering a positive work culture, to keep their best employees. Retaining skilled talent is essential for maintaining production quality and long-term organizational success.

127. (B) Shifting focus from a foreground subject to the background in one shot.
A rack focus is a cinematic technique where the camera's focus is shifted from one subject to another during a single continuous shot. This is often used to draw the audience's attention from a character in the foreground to something important in the background, or vice versa. It is a powerful tool for guiding the viewer's eye and establishing a visual connection between different elements within a scene. Rack focus helps to emphasize specific details and enhance the narrative flow.

128. (B) Empty areas left to create balance and draw attention to main elements.
White space, also known as negative space, refers to the empty areas within a design that are left unoccupied by text or images. It is a crucial element in communication design used to create balance, prevent clutter, and improve readability. By strategically using white space, designers can draw the viewer's attention to the most important elements of the composition and create a more professional and aesthetically pleasing layout. It allows the content to breathe and enhances the overall visual impact.

129. (C) Foley
Foley is the process of creating custom, everyday sound effects that are added to a production in post-production to enhance audio quality. In radio drama, these sounds are often created manually by a Foley artist using various objects, such as crunching gravel to simulate footsteps. These sounds are meticulously synchronized with the narrative to create a more realistic and immersive auditory experience for the listener. Foley is a vital technique for building the sonic world of a story in audio-based media.

130. (B) A marketing technique where users help spread content, which in turn brings in new users who also spread the content.
A viral loop is a digital marketing phenomenon where a piece of content is shared by users, leading to the acquisition of new users who then continue to share the content further. This cycle creates exponential growth in reach and visibility without additional advertising costs. Media organizations aim to create content with high viral potential by making it engaging, relatable,

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the scale of the location and the character's position within it.

88. (B) Perceiving objects as a whole even when parts are missing or incomplete.
The Gestalt principle of closure states that the human mind has a natural tendency to perceive complete figures even when information is missing or the image is incomplete. When we see a shape that is not fully enclosed, our brain automatically fills in the gaps to create a recognizable whole. In communication design, this principle allows for the creation of minimalist and creative visuals that the audience can still easily interpret, making the message more engaging and memorable.

89. (C) Very long-run printing of magazines, packaging, and catalogs.
Gravure is a high-quality printing process where the image is etched onto the surface of a metal cylinder. While the initial setup costs are high, it is extremely efficient and cost-effective for very long-run printing projects. Gravure is known for its ability to produce consistent, high-quality images and fine detail, making it the preferred method for high-circulation magazines, mail-order catalogs, and various types of packaging. It is less suitable for shorter runs due to its expensive plate-making process.

90. (D) Pre-production – Final Distribution
Media production is universally divided into three distinct stages: pre-production, production, and post-production. Pre-production involves planning tasks like scriptwriting and budgeting. Production is the stage where the actual filming or recording occurs. Post-production includes editing and adding finishing touches. Final distribution, however, takes place after all production stages are complete to get the product to the audience. Therefore, pairing pre-production with final distribution is incorrect as they represent opposite ends of the media creation and delivery process.

91. (B) The combined effect of different media properties working together is greater than the sum of their individual effects.
Synergy is a strategic concept in diversified media companies where different divisions or properties work together to create a combined effect that is greater than their individual contributions. For example, a company might promote its new film across its television channels, magazines, and websites. This cross-promotion increases brand awareness and maximizes revenue potential across multiple platforms. In the post-liberalisation era, large media conglomerates use synergy to strengthen their market position and leverage their diverse assets effectively.

92. (B) A guideline for maintaining spatial relationships between characters in a scene.
The 180-degree rule is a fundamental guideline in cinematography for maintaining consistent spatial relationships between characters in a scene. It suggests that the camera should remain on one side of an imaginary line, called the axis of action, connecting the characters. By staying within this 180-degree arc, the characters will always appear to be looking in the same relative direction when the shots are edited together. This rule is essential for preventing audience confusion and ensuring narrative continuity.

93. (B) A method to guide the viewer's eye through content in order of importance.
Visual hierarchy is a critical principle in communication design that involves arranging elements to guide the viewer's eye through the content in a specific order of importance. This is achieved through the strategic use of size, color, typography, and placement. By making key information stand out, designers ensure that the most important message is seen first. An effective visual hierarchy improves readability and helps the audience quickly understand the structure and purpose of the information being presented.

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94. (B) Automated Dialogue Replacement (ADR)
Automated Dialogue Replacement, also known as ADR or looping, is a post-production process where actors re-record their dialogue in a studio. This is done to replace audio that was poorly recorded on set due to background noise or to improve the actor's performance. The newly recorded audio is carefully synchronized with the original filmed images. ADR is a standard industry practice that ensures clear and high-quality sound in the final version of a film or television show.

95. (B) Optimizing images for fast loading times.

A key technique in digital media production for the web is optimizing images to ensure fast loading times for users. Large, uncompressed files can slow down a website, leading to poor user experience and lower search engine rankings. Optimization involves choosing the right file format and compressing images without significantly sacrificing quality. This practice is essential for making web content accessible across various devices and internet speeds, ensuring that the audience remains engaged with the content.

96. (C) Syndication
Syndication is a commercial model where a media organization sells its content to other outlets for their use. This could include news articles, television shows, or radio segments. This model allows the original creator to generate additional revenue from multiple sources and reach a broader audience beyond their primary market. For the purchasing outlets, it provides a cost-effective way to fill their schedules or pages with high-quality content produced by established organizations, which is beneficial for smaller or niche outlets.

97. (B) To respond to the technological challenge posed by transnational satellite broadcasting.
In the early nineties, the Indian government faced a significant technological challenge as transnational satellite channels began broadcasting into the country. These signals were beyond the government's direct control, making the existing state monopoly on television unsustainable. To respond to this challenge and modernize the sector, the government initiated policies to liberalize the media industry. This shift allowed for the entry of private and foreign players, leading to the rapid expansion and diversification of the Indian media landscape.

98. (B) A shot framing two characters together to show their interaction.
A two-shot is a framing technique in the grammar of electronic media that features two characters together in the same shot. This shot is primarily used to show interaction, establish a relationship, or capture a conversation between two individuals. By keeping both subjects in the frame, the audience can observe their body language and reactions simultaneously. It is a common technique in television news, talk shows, and fictional narratives for building dynamic and engaging scenes.

99. (D) Monitoring performance, comparing it to goals, and taking corrective action.
Controlling is a vital management function that involves monitoring an organization's performance and comparing it against established goals and standards. In a media house, this might involve tracking viewership ratings, advertising revenue, or production quality. If there are deviations from the plan, management must take corrective action to bring performance back on track. Effective control ensures that the organization is using its resources efficiently and is successfully moving toward its strategic objectives in a competitive environment.

100. (C) Movement
Movement in communication design refers to the path the viewer's eye follows as it moves through a composition. Designers use various elements like lines, shapes, and color to guide the viewer toward specific focal areas or information in a particular order. By creating a clear visual path, designers can ensure that the audience engages with the content in a logical and meaningful way. Movement adds dynamic energy to a design and is essential for effective storytelling and information hierarchy.

101. (B) Dailies or Rushes
Dailies or rushes are the raw, unedited footage recorded during each day of a media production. These shots are typically reviewed by the director and production team at the end of the day or the following morning to ensure that the required footage was captured correctly and to check for technical issues. Reviewing rushes is an essential part of quality control during the production phase, as it allows the team to identify if any scenes need to be reshot.

102. (C) It facilitates non-destructive editing and easy manipulation of content.
Digital media production is characterized by its reliance on software and binary data, which facilitates non-destructive editing. This means that changes can be made to a project without permanently altering the original files, allowing for unlimited experimentation and

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revision. Digital technology also enables the easy manipulation of audio and visual elements, such as color grading or adding visual effects. These capabilities make the production process more flexible, efficient, and creative compared to traditional analog methods that involved physical splicing.

103. (B) The cost savings achieved by producing a wide variety of related products.
Economies of scope refer to the cost advantages and savings achieved by a company when it produces a wide variety of related products using the same resources. In the media industry, this might involve a company using the same newsroom or production staff to create content for a newspaper, a website, and a television channel. By sharing infrastructure and talent across different platforms, media organizations can reduce their overall costs and improve efficiency, which is a key strategy for diversification.

104. (B) A significant increase in the number of TV channels and program choices.
A major outcome of media liberalisation in India was the dramatic expansion of choices available to the audience. Following the end of the state monopoly on broadcasting, numerous private and international channels entered the market. This led to an explosion of varied content, ranging from specialized news and sports to diverse entertainment and niche programming. Audiences gained the freedom to choose from a plethora of voices and perspectives, significantly transforming the viewing habits and media consumption patterns in the country.

105. (B) High-angle shot
A high-angle shot is a cinematic technique where the camera is positioned above the subject, looking down. This perspective often makes the subject appear smaller, weaker, or more vulnerable within the frame. It can also be used to provide a clearer view of the setting or to establish a sense of psychological inferiority. In visual storytelling, high-angle shots are powerful tools for influencing how the audience perceives a character's status or emotional state in a particular scene.

106. (B) Typesetting
Typesetting is the specialized process of arranging type for a print publication to ensure that the written language is legible and visually appealing. Historically done with individual metal characters, it is now primarily accomplished using digital software. Typesetting involves selecting appropriate typefaces, font sizes, and spacing to create a professional layout for newspapers, books, and magazines. It is a core component of pre-press technology that significantly impacts the overall readability and aesthetic quality of the final printed product.

107. (B) It is unaffected by technological changes.
Media management involves the strategic coordination of people, finances, and resources to achieve an organization's objectives. It must uniquely balance creative goals with business sustainability and legal considerations. Crucially, media management is profoundly affected by technological changes, such as the shift from analog to digital and the rise of the internet. Managers must constantly adapt to new tools and platforms to remain competitive. Therefore, the idea that media management is unaffected by technology is incorrect, as innovation drives the industry.

108. (B) The ability to separate a main object from its surrounding background.
The Gestalt principle of figure/ground refers to the human ability to distinguish a primary object, the figure, from its surrounding area, the ground. In communication design, this principle is used to create clarity and focal points in a composition. By manipulating the relationship between the figure and its background, designers can ensure that the most important information stands out. A strong figure/ground relationship is essential for creating effective layouts and logos that the audience can interpret quickly.

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109. (C) Pre-production, Production, Post-production.
Media production is universally organized into three distinct stages: pre-production, production, and post-production. Pre-production involves all the essential planning, scripting, and logistical preparation. Production is the phase where the actual filming or recording of the content takes place. Post-production includes the final assembly of the product through editing, sound mixing, and adding visual effects. This structured

workflow is used across all forms of audio-visual media to ensure efficiency and creative control throughout the creation process.

110. (C) Digital and social media platforms (Web 2.0).
User-generated content is a defining characteristic of the digital media era, particularly associated with social media and Web 2.0 platforms. This term refers to any form of content, such as videos, blogs, or posts, created and shared by the users themselves rather than by traditional media organizations. UGC has transformed the media landscape by allowing for greater participation and interactivity, democratizing content creation and enabling a wide range of diverse voices to reach a global audience.

111. (A) Both A and R are true and R is the correct explanation of A.
The grammar of electronic media, which includes specific shot types and editing techniques, has become a universal language understood by audiences worldwide. This is because the fundamental principles of visual storytelling, developed through decades of filmmaking and broadcasting, have created a shared set of conventions. While cultural variations in content exist, the way visual information is structured to convey meaning remains consistent. Consequently, people from diverse backgrounds can interpret the narrative and emotional cues presented in audio-visual media globally.

112. (B) Owning multiple stages of the supply chain, like production and distribution.
Vertical integration is a business strategy where a media company owns and controls multiple stages of its production and distribution chain. For example, a film studio that also owns a chain of movie theaters is vertically integrated. This approach allows companies to streamline operations, reduce costs, and exert greater control over their products from creation to consumption. It is a common strategy used by large media conglomerates to maximize efficiency and secure their market position in a competitive industry.

113. (B) To cope with rapid technological disruptions and shifting audience behavior.
Adaptability is a crucial management principle in the post-liberalisation media industry due to the constant threat of technological disruption and rapid changes in how audiences consume content. Media organizations must be ready to pivot their strategies, adopt new platforms, and rethink traditional workflows to remain relevant. A lack of flexibility can lead to obsolescence in a market driven by digital transformation. Therefore, the ability to respond quickly to new trends and technologies is essential for long-term success.

114. (A) Move smoothly in any direction, often high above the ground.
A crane shot is a cinematic technique where the camera is mounted on a mechanical arm, or crane, allowing it to move smoothly in any direction, including vertically and horizontally. This shot is often used to capture wide, sweeping views of a location or to follow action from a high vantage point. It provides a unique and dynamic perspective that can emphasize the scale of a scene or create a sense of grandeur, significantly enhancing the visual storytelling.

115. (B) A human resource management and financial planning role.
A media manager's role often involves administrative and financial responsibilities that are essential for the organization's health. Deciding on a salary structure for journalists is a key part of human resource management, as it involves attracting and retaining talent through fair compensation. Simultaneously, it is a financial planning task, as salaries represent a significant portion of a media house's budget. Balancing these needs ensures that the organization remains both professionally staffed and financially sustainable in a competitive market.

116. (B) Arranging type to make written language legible, readable, and appealing.
Typography is the specialized art and technique of arranging type to ensure that written language is legible, readable, and visually appealing when displayed. It involves selecting appropriate typefaces, font sizes, line lengths, and letter spacing. Effective typography is a fundamental part of communication design, as it significantly impacts how the audience perceives and engages with the content. By choosing the right typographic elements, designers can convey a

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specific mood, establish hierarchy, and improve the overall clarity of information.

117. (B) Packaging materials like cardboard boxes and plastic bags.
Flexography is a modern printing process that uses flexible relief plates and fast-drying inks. It is particularly well-suited for printing on a wide variety of materials, including non-porous substrates like plastic and metallic films. Consequently, flexography is the primary method used for printing packaging materials such as cardboard boxes, plastic bags, and labels. Its ability to produce high-quality prints at high speeds makes it an essential technology in the global packaging and labeling industry.

118. (C) Interactive digital media
Interactive digital media is characterized by the audience's ability to directly engage with, modify, and contribute to the content. Unlike traditional broadcast or print media, where consumption is largely passive, digital platforms encourage user participation through comments, sharing, and content creation. This interactivity is a hallmark of the modern media landscape, fostering two-way communication and empowering users. It allows for a more personalized and engaging experience, transforming the relationship between media producers and their diverse global audiences.

119. (B) Product placement
Product placement is a commercial strategy in mass media where brands pay to have their products or services featured within the narrative of a television show, film, or music video. This allows companies to reach audiences in a more subtle and integrated way than traditional commercials. For media producers, product placement provides a significant source of revenue that can help fund high-quality productions. This practice is increasingly common as advertisers seek new ways to engage viewers in an ad-saturated environment.

120. (A) Journalists are now expected to have multiple skills (e.g., writing, shooting video, editing audio).
A direct consequence of media convergence in the post-liberalisation era is the demand for multi-skilled professionals. Modern journalists are often expected to perform various tasks that were previously handled by different individuals, such as writing stories, shooting video, and editing audio for different platforms. This shift requires individuals to be versatile and proficient in a range of digital tools. For media organizations, this leads to more efficient workflows and the ability to distribute content across print, broadcast, and digital platforms simultaneously.

121. (B) Employees' productivity can increase simply because they are being observed or paid attention to.
The Hawthorne effect is a psychological phenomenon where individuals improve their behavior or performance because they are aware of being observed or receiving special attention. In media management, this suggests that employee productivity and morale can be enhanced through regular interaction, feedback, and involvement in decision-making processes. Recognizing the human element in management is crucial for fostering a positive work environment and motivating staff. By paying attention to their needs, managers can improve organizational performance beyond just using financial incentives.

122. (C) Randomness
Communication design is based on specific principles aimed at creating organized and effective visual messages. Core principles include balance, which ensures equilibrium; contrast, which creates visual interest; and unity, which provides a sense of cohesion. These elements work together to guide the viewer and deliver information clearly. Randomness, however, is generally not considered a fundamental principle of good design, as it often leads to confusion and a lack of structure. Professional designers avoid random arrangements to achieve specific communication goals.

123. (D) The finished, edited version of the product that is ready for distribution.
The final cut of a film or television show is the finished and polished version of the product after all editing, sound mixing, and visual effects have been completed. This is the version that is approved for distribution and eventual screening by the audience. Reaching the final cut is the ultimate goal of the post-production phase. It represents the director's and producer's final

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like writing, shooting video, and editing audio for multiple platforms. This trend requires media managers to rethink organizational structures and invest in cross-platform training for their workforce. Adapting to convergence is essential for media organizations to remain efficient and relevant in an integrated digital landscape.

81. (B) Physically moving the camera parallel to the subject.
A tracking shot, sometimes called a trucking shot, involves physically moving the entire camera along a path parallel to the action or subject. This is often achieved using a dolly on tracks or a handheld stabilizer. The movement allows the camera to follow a subject through a scene, providing a dynamic sense of motion and keeping the viewer engaged with the action. It is a powerful storytelling tool used to create a fluid and immersive visual experience.

82. (B) Print media production.
The CMYK color model is a subtractive system used primarily in the print media industry. It creates colors by mixing varying amounts of cyan, magenta, yellow, and black inks on a white substrate. The inks subtract brightness from the white background to produce different hues. This model is essential for ensuring accurate color reproduction in newspapers, magazines, and other printed materials. Understanding CMYK is a core part of pre-press and printing technology to achieve professional and consistent results.

83. (C) Writing the script and booking guests.
Pre-production in radio programming involves all the essential planning and preparation required before the actual recording or broadcast begins. Key activities during this stage include writing the script, researching topics, and booking guests or interviewees. Effective pre-production ensures that the program has a clear structure and that all necessary resources are in place. By carefully planning the content beforehand, the production team can ensure a smooth and professional broadcast that meets the intended communication goals.

84. (C) Digital and social media platforms.
Citizen journalism describes the active role of non-professional individuals in collecting, reporting, and analyzing news and information. This phenomenon is closely tied to the rise of digital and social media platforms, which provide ordinary people with the tools to reach a global audience instantly. Through smartphones and internet connectivity, citizens can capture and share breaking news events as they happen. This has led to a more diverse and decentralized news landscape, although it also raises questions about accuracy.

85. (C) A company that owns several newspapers acquiring another newspaper.
Horizontal integration in the media industry occurs when a company acquires or merges with another firm operating at the same stage of the production or distribution process. For example, a newspaper chain buying another newspaper is a classic case of horizontal integration. This strategy allows companies to increase their market share, achieve economies of scale, and reduce competition. By consolidating similar business units, media organizations can strengthen their presence in a particular sector and improve their overall financial performance.

86. (B) Centralization and Decentralization
The management principle of centralization and decentralization focuses on finding the optimal balance between top-down decision-making and delegating authority to lower levels of the organization. Centralization occurs when authority is concentrated at the top, while decentralization involves pushing decision-making power down to subordinates. In modern media organizations, a balance is often necessary to ensure strategic control while allowing for the flexibility and creativity required at the production level. Effective managers adjust this balance based on the organization's needs.

87. (B) A shot showing the subject head to toe, giving a sense of the setting.
A long shot is a framing technique in visual storytelling that captures a subject from head to toe within their surrounding environment. This shot is primarily used to establish the spatial relationship between the character and the setting, providing the audience with a sense of place and context. It is also effective for showing movement across a scene. By including the background, the long shot helps to communicate

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or valuable to the audience. Viral loops are a powerful way to build online communities and increase brand awareness in the digital age.

131. (B) High-quality, engaging content is the ultimate driver of success for a media organization.
The phrase 'content is king' emphasizes that high-quality, engaging, and relevant content is the most important factor in the success of any media organization. Regardless of the distribution technology used, audiences are primarily drawn to content that informs, entertains, or resonates with them. For media managers, this means prioritizing creative excellence and investing in talented content creators. In a crowded and competitive marketplace, superior content is the key to attracting and retaining a loyal audience and driving long-term organizational growth.

132. (C) One shot being pushed off by another, often with a visible line or pattern.
A wipe is a video transition where one shot is replaced by another through a visible moving line or shape that 'wipes' across the screen. This technique can move in various directions, such as horizontally, vertically, or diagonally. Unlike a smooth dissolve, a wipe is a more stylized and obvious transition that is often used to suggest a clear shift in location or narrative section. It adds a dynamic visual element to the editing process and is frequently seen in action or genre-based media.

133. (B) The strategic phase of communication design.
Analyzing target audiences and defining clear communication objectives are essential components of the strategic phase of communication design. This early stage involves understanding who the message is for and what the desired outcome should be. By conducting thorough research and establishing specific goals, designers can make informed decisions about typography, color, and layout. This strategic approach ensures that the final design is not only aesthetically pleasing but also effectively delivers the intended message to the right audience to achieve professional results.

134. (C) Heavy reliance on non-linear editing (NLE) software like Adobe Premiere Pro or Final Cut Pro.
Post-production in the digital era is characterized by a heavy reliance on non-linear editing software, such as Adobe Premiere Pro or Final Cut Pro. These digital tools have replaced traditional physical film editing, allowing editors to work with digital files on a computer. NLE systems provide the flexibility to access any frame directly, make non-destructive changes, and easily integrate visual effects and complex sound designs. This technology has made the editing process significantly faster, more versatile, and accessible for modern content creators.

135. (C) Non-rivalry
Non-rivalry is an economic concept describing a situation where the consumption of a product by one person does not reduce its availability to others. Many mass media products, such as digital movie files or television broadcasts, are non-rivalrous because an unlimited number of people can consume them simultaneously without depleting the original. This characteristic is a hallmark of public goods and significantly impacts the pricing and distribution strategies of media organizations, often leading to models based on advertising or recurring subscription fees.

136. (C) Making long-term plans to navigate a competitive and changing environment.
Strategic management in a post-liberalisation media company involves developing and implementing long-term plans to navigate a highly competitive and rapidly changing landscape. This requires managers to analyze market trends, evaluate competitors, and identify opportunities for growth and innovation. By setting a clear strategic direction, media houses can make informed decisions about resource allocation, technological investments, and content development. Effective strategic planning is essential for ensuring the long-term sustainability and market leadership of any modern media organization in a dynamic global environment.

137. (D) Flood light
Three-point lighting is a standard lighting setup used in electronic media production to ensure a subject is well-lit and has visual depth. It consists of three primary lights: the key light, which provides the main illumination; the fill light,

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which softens shadows; and the back light, which separates the subject from the background. A flood light, while used for general illumination, is not a specific component of this classic three-point configuration. Mastery of this setup is essential for achieving professional-looking images.

138. (B) The communication designer or typographer
The selection of a specific typeface, point size, and line spacing for a publication is the responsibility of a communication designer or a specialized typographer. These professionals use their knowledge of typography to ensure that the text is both legible and aesthetically pleasing, matching the overall tone and purpose of the work. By making these detailed design choices, they create a visual structure that guides the reader and enhances the overall engagement with the content. This expertise is vital for professional publishing results.

139. (C) To be the director's representative on the studio floor, cueing performers and directing stagehands.
A floor manager plays a crucial role in television production by acting as the director's primary representative on the studio floor. They are responsible for relaying the director's instructions to the talent, cueing performers when to start or stop, and managing the activities of the stagehands and camera operators. The floor manager ensures that everything on set runs smoothly and stays on schedule during a live broadcast or recording. Their coordination is essential for maintaining a professional and efficient production environment.

140. (B) Chroma keying (Green Screen)
Chroma keying, often called green screen or blue screen, is a digital production technique that allows creators to superimpose a subject onto a different background. By filming a subject in front of a solid-colored background, editors can use software to make that specific color transparent and replace it with any other image or video. This technique is widely used in weather forecasts, news broadcasts, and film production to create complex visual environments and special effects that would be difficult or impossible to capture otherwise.

141. (A) Both A and R are true and R is the correct explanation of A.
Media economics in India has witnessed a significant shift toward subscription-based models, particularly in the digital and OTT space. This trend is driven by audience fatigue with heavy advertising and a growing demand for premium, high-quality content that can be consumed without interruptions. Consequently, consumers are increasingly willing to pay directly for services that offer an ad-free experience and exclusive programming. This shift has led media organizations to diversify their revenue streams and prioritize building a loyal, paying subscriber base for long-term financial sustainability.

142. (B) The goals of the organization should take precedence over the goals of any one individual.
The principle of subordination of individual interest to the general interest suggests that the goals and well-being of the organization should always take precedence over the personal interests or goals of any single employee. In a media organization, this means that staff members should work collectively to achieve the company's strategic objectives and editorial standards. This principle fosters a sense of professional commitment and ensures that the organization can function as a unified entity, which is essential for maintaining consistency and achieving long-term success.

143. (B) A shot used to make the subject appear powerful, heroic, or intimidating.
A low-angle shot is a visual storytelling technique where the camera is placed below the subject's eye level and looks upward. This perspective makes the subject appear larger, more powerful, and potentially more heroic or intimidating within the frame. By emphasizing the subject's height and stature, the low-angle shot can influence the audience's perception of the character's status and authority. It is a common technique used in cinema and television to convey dominance and psychological strength in specific narrative scenes.

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144. (B) Printing beyond the trim edge to ensure color extends to the final edge.
In print production, a bleed refers to an area of an image or color that extends beyond the final trim edge of the page. This ensures that when the page

is cut to its finished size during the post-press stage, the color or image extends all the way to the edge without leaving any unintended white margins. Standard practice usually involves adding a small amount of extra space, such as three millimeters, to accommodate potential variations during the physical trimming process.

145. (B) It can be consumed passively while multitasking (e.g., commuting, exercising).
A major advantage of podcasting is its unique ability to be consumed passively, allowing audiences to listen while multitasking during activities like commuting or exercising. This convenience makes it a highly accessible and popular digital media format for busy modern lifestyles. Podcasts offer on-demand access to a wide range of specialized topics, providing a personalized listening experience that traditional radio cannot match. This flexibility has contributed to the global growth of podcasting as a powerful tool for information, education, and entertainment.

146. (A) Cross-media ownership
Cross-media ownership occurs when a single company owns and operates multiple types of media outlets within the same market, such as a newspaper, a television channel, and a website. This ownership pattern allows for greater market influence and provides opportunities for cross-promotion and shared resources. While it can improve efficiency and brand reach, cross-media ownership also raises concerns about the concentration of media power and its potential impact on the diversity of voices and opinions available to the public in a specific region.

147. (B) Initiative
The principle of initiative in management encourages employees to think creatively, develop new ideas, and take independent action to achieve organizational goals. In a media house, a manager who empowers staff to experiment with innovative story formats for digital platforms is upholding this principle. Fostering initiative is particularly important in the rapidly evolving post-liberalisation era, as it drives innovation and helps the organization adapt to technological changes. By encouraging proactive behavior, media managers can harness the full creative potential of their workforce.

148. (D) All types of media organizations, including print, broadcast, and digital.
Media management is a broad concept that applies to all types of media organizations, regardless of their platform. Whether managing a traditional print newspaper, a national broadcast network, or a modern digital content startup, the same fundamental principles of planning, organizing, leading, and controlling are essential. Managers across these sectors must coordinate human, financial, and technical resources to produce and distribute content effectively. The core challenge of balancing creative quality with commercial viability is universal across the entire diverse media industry.

149. (B) Perceiving items as a group when they share similar color, shape, or size.
The Gestalt principle of similarity states that the human brain tends to perceive elements that share similar visual characteristics, such as color, shape, or size, as being part of the same group. In communication design, this principle is used to create visual consistency and help the audience understand how different pieces of information are related. By using similar design elements for related content, designers can create a more organized and intuitive layout that is easier for the viewer to navigate and interpret.

150. (A) Print is static, while electronic media can incorporate time, motion, and sound.
A primary difference between print and electronic media production lies in the sensory dimensions they utilize. Print media is a static medium that relies on visual elements like text, images, and layout to convey a message. In contrast, electronic media, such as television and digital video, can incorporate the elements of time, motion, and sound to create a more dynamic narrative experience. This distinction significantly impacts the creative techniques, production workflows, and storytelling strategies used by media professionals for each specific platform.

151. (B) The process of optimizing web content to rank higher in search engine results.
Search Engine Optimization refers to the process of improving a website's visibility in the organic results of search engines like Google. This involves various techniques, such as keyword

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and graphics are added in real-time, there is no opportunity for the extensive assembly and refinement typical of post-production.

192. (D) Setting type using a Linotype machine.
Digital media production relies on modern software-based tools and binary data for creating and sharing content. Techniques such as creating animated GIFs, editing podcasts, and developing interactive data visualizations are all standard in this field. Setting type using a Linotype machine, however, is an outdated mechanical process associated with traditional hot metal typesetting for print media. While historically significant, it is not a part of modern digital production workflows, which use desktop publishing and digital layout software for all typographic tasks.

193. (A) First-copy costs principle
The first-copy costs principle is a fundamental economic characteristic of media products, stating that the cost of producing the initial version of a product, like a feature film or a news article, is very high. However, once this first copy is created, the cost of reproducing and distributing it to additional consumers is relatively low, especially in the digital age. This economic profile encourages media organizations to seek the largest possible audience to recover their high initial investment and maximize their overall profitability.

194. (B) Partnering with other companies (e.g., a telecom provider or a foreign broadcaster) for mutual benefit.
Strategic alliances are an important management tool in the post-liberalisation media industry, involving partnerships between different companies for their mutual benefit. This can include collaborations between media houses and telecom providers to distribute content on mobile devices or partnerships with foreign broadcasters to share resources and global expertise. These alliances allow media organizations to expand their reach, access new technologies, and share the financial risks of large-scale projects. By working together, companies can strengthen their market position and drive innovation in a competitive global environment.

195. (B) A one or two-sentence summary of the plot that states the central conflict.
A logline is a concise, one or two-sentence summary of a story's plot that clearly states the central conflict. It is a vital tool in the pre-production phase used to pitch ideas to producers and investors quickly. A good logline conveys the essence of the narrative and its dramatic potential, providing a clear hook to generate interest. By distilling a complex story into its simplest and most compelling form, the logline helps to focus the creative development process and define the core theme.

196. (B) Sustainable media management
Sustainable media management refers to the practice of managing a media organization to ensure its long-term viability and growth. This involves balancing financial profitability with high-quality content production and responsible human resource practices. A sustainable approach requires strategic planning that considers the evolving technological landscape and changing audience behaviors. By focusing on long-term health rather than just short-term profit, media managers can build resilient organizations that maintain their credibility and continue to serve their audience and society effectively over many years.

197. (B) The ease with which a reader can distinguish individual characters in text.
Legibility in communication design practice refers to the ease with which a reader can distinguish individual characters within a block of text. It is primarily determined by the design of the typeface itself, including factors like stroke weight, x-height, and character shape. Ensuring high legibility is essential for making information accessible and reducing reader fatigue. While related to readability, which focuses on the overall ease of reading sentences and paragraphs, legibility is a more fundamental quality of the typographic characters being used.

198. (C) Post-production
Color grading and color correction are essential tasks that occur during the post-production stage of media production. After the actual filming is complete, editors use specialized software to adjust the colors, brightness, and contrast of the footage. The goal is to ensure a consistent look throughout the production, correct any lighting issues from the shoot, and create a specific mood

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Hashtags are a specific digital technique used to categorize content and improve its discoverability on social media platforms. By adding a '#' symbol followed by a keyword, users can label their posts, making them searchable by others interested in the same topic. Hashtags allow for the organization of vast amounts of digital information and facilitate the joining of global conversations and trends. They are a powerful tool for media organizations to increase their reach, engage with audiences, and track the impact of their content.

159. (C) A measure of the viewership of a particular television program or channel.
Television Rating Point is a standardized metric used to measure the viewership of a particular television program or channel within a specific market. It indicates the percentage of households or individuals tuned into a show at a given time. TRPs are essential for the commerce of mass media, as they provide data that advertisers use to decide where to place their commercials. Higher ratings generally lead to higher advertising rates, making TRPs a critical factor in the financial success and programming decisions of television networks.

160. (B) Market research, branding, and profit-making.
A significant shift in the management of the Indian media industry following liberalisation was the increased emphasis on professional business practices. This era saw media organizations move away from informal structures toward a focus on market research, sophisticated branding, and profit maximization. Managers had to adopt competitive strategies to attract both audiences and advertisers in a market-driven environment. This corporatization led to more structured operations and a greater focus on financial sustainability, transforming the media into a professional and highly competitive global industry.

161. (B) Changing the focal length to make the subject appear closer or farther away.
A zoom is a function of the camera lens that allows the operator to change the focal length, making the subject appear closer (zoom in) or farther away (zoom out) while the camera itself remains stationary. Unlike physical camera movements, a zoom changes the magnification of the image, which also affects the depth of field and perspective. While it can create a sense of movement, it lacks the dynamic change in spatial relationships provided by physical techniques like the dolly shot.

162. (C) Business management
Ensuring the financial viability of a media organization is a core responsibility that falls under the purview of business management. This involves strategic planning, budgeting, managing revenue streams, and controlling costs to ensure long-term sustainability. While content and brand management are also important, business management provides the financial foundation that allows a media house to produce high-quality work and maintain its operations. Effective financial oversight is essential for any media enterprise to thrive in a competitive and market-driven global economy.

163. (B) Branding
Branding is the strategic practice of creating a consistent visual and conceptual identity for a company to differentiate it from its competitors. This involves developing a unique logo, color scheme, and typography that are used across all media platforms and communications. A strong brand identity helps build recognition, trust, and loyalty among the audience. In the crowded and competitive post-liberalisation media landscape, effective branding is essential for any organization to stand out and establish a clear and memorable presence in the market.

164. (B) Using audio to create the entire world of the story in the listener's mind.
In radio drama, sound is the primary tool used to build the entire narrative world in the listener's mind. Since there are no visual elements, the production relies heavily on a sophisticated combination of voice, music, and sound effects to establish setting, mood, and character action. This auditory storytelling requires careful planning and high-quality sound design to engage the listener's imagination effectively. By using sound creatively, radio producers can create immersive experiences that are unique to this purely audio-based electronic medium.

165. (B) P-2, Q-3, R-1, S-4

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research, creating high-quality content, and optimizing technical aspects like site speed and mobile responsiveness. For digital media producers, effective SEO is essential for ensuring that their content reaches its target audience in an increasingly crowded online environment. Higher search rankings lead to increased traffic, brand awareness, and potential revenue for media organizations.

152. (C) Narrowcasting or audience fragmentation
The rise of numerous niche television channels dedicated to specific topics is a classic example of narrowcasting. This trend, which accelerated following media liberalisation, involves targeting content to small, highly specialized audience segments rather than the broad masses. While narrowcasting provides more diverse and tailored content for viewers, it also leads to audience fragmentation, where the total audience is spread across many different services. This shift requires media managers and advertisers to adopt more targeted strategies to reach their specific desired demographics effectively.

153. (B) All units and employees of an organization that have a common objective should be directed by one manager using one plan.
Unity of direction is a fundamental management principle suggesting that all parts of an organization working toward a common objective should be guided by a single manager using one unified plan. In large media conglomerates, this principle is essential for ensuring that diverse departments and platforms work together harmoniously toward the company's overall strategic goals. By maintaining a clear and consistent direction, media organizations can avoid conflicting efforts, maximize their resources, and achieve greater efficiency and impact in a competitive global market.

154. (B) A shot filmed from behind one character looking at another character.
An over-the-shoulder shot is a common cinematic technique used in dialogue scenes where the camera is positioned behind one character, looking toward the other. This shot includes the shoulder and back of the first character's head to provide a sense of perspective and spatial relationship. It helps to ground the audience in the conversation and creates a more immersive and natural feel for the interaction. This framing is essential for maintaining narrative continuity and emotional connection between characters on screen.

155. (B) A person who combines knowledge of the media business with principles of management to lead a media organization.
A media manager is a professional who combines a deep understanding of the unique creative and business aspects of the media industry with the core principles of management. Their primary responsibility is to lead a media organization by coordinating human, financial, and technological resources to achieve specific goals. This role requires balancing creative quality with commercial viability, navigating rapid technological changes, and upholding ethical standards. Effective media management is essential for the sustainability and success of any modern media enterprise.

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156. (B) A ratio used to create an organically pleasing and harmonious composition.
The golden ratio is a mathematical proportion found in nature that has been used for centuries in art and architecture to create aesthetically pleasing and harmonious compositions. In communication design, this ratio provides a framework for arranging elements, such as layout grids and image placement, in a way that feels balanced and natural to the human eye. By applying the golden ratio, designers can achieve a sense of visual order and elegance, enhancing the overall engagement and appeal of the visual content.

157. (C) The actual recording or live broadcast of the show in the studio.
The production stage of a television talk show is the phase where the actual filming or live broadcasting takes place. During this stage, all the planning from pre-production is put into action as the host and guests are recorded in the studio. Key activities include operating cameras, managing studio lighting, and capturing high-quality audio. This is the core stage of the production cycle where the primary content is created, which will later be assembled and refined during the post-production phase.

158. (C) Digital and social media platforms.

172. (B) Creating two versions of a piece of content (e.g., a webpage or email) to see which one performs better with users.
A/B testing is a data-driven digital media production technique where two different versions of a piece of content, such as a webpage or an email headline, are tested to see which one performs better with users. By comparing the results, such as click-through rates or conversions, media producers can make informed decisions about which design or message is most effective. This iterative process of testing and optimization helps to improve user experience and maximize the impact of digital media campaigns.

173. (B) Vulnerable to downturns in the economy and advertiser spending.
Many Indian media outlets rely heavily on an advertising-based revenue model, which makes them particularly vulnerable to fluctuations in the broader economy. During economic downturns, companies often reduce their marketing budgets, leading to a significant decrease in advertising spending. This decline can severely impact the financial health and sustainability of media houses that do not have diversified income streams. Consequently, media managers must carefully monitor economic trends and explore alternative revenue models, such as subscriptions, to mitigate these financial risks and ensure long-term stability.

174. (C) Human Resource policy
The principle of fair and equitable treatment for all employees is a cornerstone of a media organization's human resource policy. This principle ensures that staff members are treated with respect, provided with equal opportunities, and compensated fairly for their work. In a creative industry where talent is a key asset, fostering a positive and inclusive work environment is essential for attracting and retaining skilled professionals. Effective human resource management based on fairness improves employee morale, reduces turnover, and contributes to the overall success and reputation of the organization.

175. (B) A shot tilted on its axis used to create unease, tension, or disorientation.
A Dutch angle, also known as a canted angle, is a camera technique where the camera is tilted on its roll axis so that the horizon is not level. This creates a visually jarring effect that is often used in cinema to convey a sense of unease, psychological tension, or disorientation within a scene. By breaking the standard horizontal perspective, the Dutch angle signals to the audience that something is wrong or that a character is experiencing emotional distress or instability.

176. (C) Media management must uniquely handle the dual nature of media products (as cultural goods and commercial commodities) and manage creative talent.
While media management shares core principles with general management, it is unique in its need to handle the dual nature of its products. Media content serves as both a cultural good with social impact and a commercial commodity that must generate revenue. Furthermore, media managers must specialize in leading highly creative and often idiosyncratic talent within a rapidly changing technological environment. This requirement to balance creative freedom with business discipline and social responsibility distinguishes media management as a specialized field of professional practice.

177. (B) a, b, d
Communication design is governed by several core principles that help create effective visual messages. Repetition involves using recurring elements to build consistency and brand identity. Rhythm uses repeated shapes or patterns to create a sense of movement and flow. Proportion refers to the relative size and scale of various elements within a composition to ensure a balanced and pleasing arrangement. These principles, along with others like balance and contrast, are essential for guiding the viewer's eye and delivering information clearly in any professional design project.

178. (D) Post-production must always be completed before production begins.
Television production universally follows a three-stage workflow: pre-production, production, and post-production. Pre-production involves essential planning and preparation. Production is the stage where the actual filming of raw footage takes place. Post-production is the final phase where the footage is edited and sound is added.

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Specific print terms are used to describe various elements of a publication's design and layout. The gutter is the space between facing pages or columns. The masthead refers to the designed name of the publication on the front cover. A byline indicates the author of a specific article. A bleed occurs when an image extends to the very edge of the page. Understanding these terms is essential for effective communication between designers, editors, and printers to ensure a high-quality finished product.

166. (B) Personalization
Personalization is a digital media technique where data and analytics are used to tailor content, recommendations, or advertisements to the specific interests and behaviors of individual users. This approach aims to create a more relevant and engaging experience, increasing user satisfaction and brand loyalty. By analyzing user data, media organizations can deliver the right message to the right person at the right time. Personalization is a key strategy for attracting and retaining audiences in the highly competitive and data-driven digital media landscape.

167. (A) Synergy and cross-promotion
Synergy in the media industry occurs when a successful property, such as a film, is used to drive the creation and success of related products across different platforms, including merchandise, video games, and television shows. This cross-promotion leverages the popularity of the original brand to maximize revenue and build a more comprehensive franchise. It is a powerful economic strategy used by large media conglomerates to capitalize on their diverse assets and create multiple touchpoints for audience engagement with their successful intellectual properties.

168. (B) Ethical and strategic challenge
Media managers in the post-liberalisation era face the significant ethical and strategic challenge of balancing the public service role of journalism with the profit-driven demands of a commercial corporation. While organizations must remain financially viable, they also have a responsibility to provide accurate and unbiased information to the public. Navigating this tension requires strong leadership and a commitment to maintaining editorial independence in the face of commercial pressures. Successfully managing this balance is essential for the long-term credibility and social impact of any news-based media organization.

169. (B) The arrangement of everything that appears within the camera frame.
Mise-en-scène is a comprehensive term used in the grammar of electronic media to describe the arrangement of everything that appears within the camera frame. This includes the setting, props, costumes, lighting, and the positioning of the actors. All these elements work together to create the visual world of the story, establish the mood, and convey narrative meaning. Effective use of mise-en-scène allows directors and cinematographers to communicate complex ideas and emotions to the audience through purely visual means.

170. (B) Gestalt Theory - The whole is other than the sum of its parts.
Gestalt theory is a fundamental psychological framework in communication design that suggests that the human brain perceives visual information as organized wholes rather than just a collection of individual parts. This core idea, often summarized as 'the whole is other than the sum of its parts,' explains how principles like proximity and similarity allow us to interpret complex images. By understanding Gestalt principles, designers can create more effective layouts that guide the viewer's perception and ensure that the intended message is communicated clearly.

171. (A) Both A and R are true and R is the correct explanation of A.
In print production, the pre-press stage is absolutely critical for ensuring the final quality of the publication. This phase includes essential tasks like color correction, layout preparation, and platemaking. Any errors made during pre-press are both difficult and extremely costly to fix once the actual high-speed printing run has started. Therefore, thorough quality control during pre-press is vital for avoiding massive waste and ensuring that the finished product meets professional standards. This stage provides the necessary foundation for a successful and efficient printing process.

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185. (B) Attract attention and entice users to click on a link, often using sensationalist headlines.
Clickbait refers to digital content, often featuring sensationalist or misleading headlines, designed primarily to attract attention and entice users to click on a link to a website. The goal is to drive high volumes of traffic to generate advertising revenue, often at the expense of high-quality journalism or accurate information. While effective at gaining clicks, clickbait can damage a media organization's credibility and trust with its audience. Digital media managers must balance the need for traffic with the long-term importance of providing valuable and reliable content.

186. (B) Public limited company
A public limited company is an ownership pattern where a company's shares are traded on a stock exchange and can be purchased by any member of the general public. This structure allows the media organization to raise significant capital for expansion and investment while also requiring a high degree of transparency and accountability to its shareholders. Many large Indian media conglomerates are public limited companies, which helps them finance their growth in a competitive and capital-intensive market. This model reflects the professionalization and corporatization of the industry.

187. (B) The need to differentiate themselves in a crowded and competitive marketplace.
The increasing focus on building a strong brand identity in the post-liberalisation media industry is driven by the need for organizations to differentiate themselves in a crowded and highly competitive marketplace. With many channels and publications offering similar content, a unique and memorable brand helps to attract and retain a loyal audience. A well-established brand communicates a specific set of values and quality standards, making it easier for consumers to choose. Effective branding is essential for building market share and ensuring long-term success.

188. (C) Editing short shots into a sequence to condense space, time, and info.
A montage is a sophisticated editing technique in the grammar of electronic media where a series of short shots are edited together into a sequence. This technique is often used to condense a long period of time, represent a character's internal thoughts, or convey a large amount of information quickly. By juxtaposing different images, a montage can create a unique emotional impact and add a dynamic rhythm to the storytelling. It is a powerful tool for visual storytelling that allows directors to compress the narrative effectively.

189. (B) Managing resources (human, financial, technical) to achieve organizational goals.
A core concept of media management is the strategic coordination and management of an organization's human, financial, and technological resources to achieve specific goals. This involves planning for the future, organizing tasks and departments, leading the workforce effectively, and controlling performance through regular monitoring. Media managers must ensure that these various resources work together harmoniously to produce high-quality content while maintaining financial sustainability. This comprehensive approach is essential for the effective operation and long-term success of any media house in a competitive global environment.

190. (B) A framework of lines used to structure content for order and consistency.
A grid system is a fundamental tool used in communication design to provide a structured framework of horizontal and vertical lines for organizing content on a page or screen. By using a grid, designers can ensure order, consistency, and a clear visual hierarchy across multiple pages of a publication or different sections of a website. Grids help to align elements accurately, improve readability, and create a professional and balanced layout. They are essential for managing complex designs and maintaining a cohesive visual identity.

191. (A) Need for post-production.
A key difference between live and recorded electronic media production is the role and necessity of the post-production phase. In recorded productions, such as films or sitcoms, the post-production stage is essential for editing, sound mixing, and adding effects before distribution. However, in live production, such as a news broadcast or a live sporting event, the content is captured and distributed simultaneously. While some basic transitions

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The idea that post-production must occur before production is incorrect, as it is the final assembly stage that relies on the material captured during the production phase. Following this logical sequence is vital for ensuring an efficient and high-quality final product.

179. (B) Adapts smoothly to different screen sizes, such as desktop, tablet, and mobile.
Responsive design is a fundamental technique in digital media production that ensures a website's layout adapts smoothly to provide an optimal viewing experience across a wide range of devices and screen sizes. By using flexible grids and images, a responsive site automatically adjusts its content to fit everything from large desktop monitors to small smartphone screens. This approach is essential for modern web development, as it improves accessibility, enhances user satisfaction, and ensures that the content remains engaging and functional for all visitors.

180. (C) Crowdfunding
Crowdfunding is a financing model where media projects are funded by collecting relatively small amounts of money from a large number of people, typically through specialized online platforms. This approach allows independent creators to bypass traditional funding sources like studios or banks and connect directly with their audience. Crowdfunding has become an important tool for supporting diverse and innovative projects, such as independent films and investigative journalism, democratizing the production process and enabling creators to maintain greater creative control over their work.

181. (B) Family-run, informal management styles to professional, corporate structures.
A major management trend in the Indian media industry following liberalisation was the shift from traditional, family-run business models toward professional, corporate structures. As competition increased and the industry expanded, there was a greater need for structured operations, strategic planning, and specialized management expertise. Many media houses brought in professional managers, often with MBAs, to implement more formal systems for budgeting, marketing, and human resources. This transition has led to greater efficiency and helped Indian media organizations compete more effectively in a dynamic and market-driven global landscape.

182. (B) Editing that is invisible, creating a smooth and logical flow of events.
Continuity editing is a sophisticated system in the grammar of electronic media aimed at creating a smooth and logical flow of events that feels 'invisible' to the audience. This style of editing focuses on maintaining spatial and temporal consistency, ensuring that the viewer can easily follow the narrative without being distracted by jarring transitions. By following specific rules, such as matching action and maintaining eye lines, editors can create a seamless and professional storytelling experience that keeps the audience immersed in the world of the story.

183. (B) How can I best structure and present this information to achieve a specific communication goal with a target audience?
The central question in the practice of communication design is how to best structure and present information to achieve a specific communication goal with a defined target audience. This approach goes beyond mere aesthetics to focus on functionality and effectiveness. Designers must consider how various visual and textual elements work together to deliver a message clearly and engage the viewer. By prioritizing the needs of the audience and the objectives of the project, designers can create strategic solutions that are both visually appealing and impactful.

184. (C) The scripting and narrative development phase of electronic media production.
The three-act structure is a classic model used extensively in the scripting and narrative development phase of electronic media production. It divides a story into three distinct parts: the setup, which introduces characters and conflict; the confrontation, where the story builds to a climax; and the resolution, where the conflict is resolved. This structured approach helps writers create a compelling and well-paced narrative that keeps the audience engaged from beginning to end. It is a fundamental tool for effective storytelling in cinema and television.

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or aesthetic for the final product. These final visual refinements are crucial for achieving a professional and polished appearance before the content is distributed.

199. (C) Content Management System
A Content Management System is a specialized software application used in digital media production to create, manage, and modify digital content on a website. It allows multiple users to collaborate on a site without requiring advanced technical knowledge or coding skills. By providing a user-friendly interface for organizing text, images, and other media, a CMS streamlines the publishing process and helps media organizations maintain their online presence efficiently. Common examples include WordPress and Drupal, which are widely used across the digital media industry.

200. (B) Advertisers
The large and aspirational consumer class in India is a primary driver of the commerce of mass media, as it represents a highly attractive target for advertisers. Companies are eager to reach these consumers to promote their products and services, leading to significant investment in advertising across television, print, and digital platforms. This massive flow of advertising revenue provides the essential financial support for many private media organizations. Consequently, media managers must carefully analyze audience demographics to attract and retain the sponsors necessary for their organization's economic sustainability.

201. (B) Audience research, marketing, and brand building.
Following media liberalisation, Indian media management saw an increased emphasis on professional marketing strategies, including audience research and brand building. In a newly competitive market, media organizations had to understand their viewers' preferences and differentiate themselves through strong branding. This shift led to the adoption of more sophisticated tools for measuring audience engagement and the development of targeted content. By focusing on these business-oriented practices, media houses could attract more advertisers and ensure their long-term financial survival in a rapidly expanding and market-driven industry.

202. (B) Flexible and evolving set of conventions that guide storytelling.
The grammar of electronic media is best understood as a flexible and constantly evolving set of conventions that guide the construction of visual narratives. Like spoken language, it has components—such as shots and edits—that are combined according to shared rules to create meaning. However, these rules are not rigid laws; they can be adapted or broken for creative and artistic purposes. Understanding this grammar allows media professionals to communicate effectively while allowing for the innovation and stylistic changes that characterize the dynamic field of audio-visual media.

203. (A) Using the Gestalt principle of proximity to group a headline with its related article.
Applying communication design theory in practice involves using established principles to make informed decisions about visual layouts. For example, using the Gestalt principle of proximity to group a headline close to its related article helps the reader understand that the two elements are connected. This creates a logical structure and improves the overall readability of the page. By consciously applying such theories, designers can create more effective and intuitive communications that achieve specific goals and provide a better experience for the audience.

204. (C) Distribution
Distribution is the final phase of the media production cycle, involving the process of getting the finished product to its intended audience. This can happen through various channels, such as television broadcasting, theatrical release, print circulation, or digital streaming. Effective distribution is essential for ensuring that the content reaches as many people as possible and generates revenue for the organization. Media managers must develop strategic distribution plans that consider target demographics, platform availability, and marketing efforts to maximize the impact and success of their media projects.

205. (A) P-3, Q-4, R-1, S-2
Media ownership patterns significantly influence the type and diversity of content available to the

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public. Public ownership describes government-run outlets like Doordarshan. Private ownership involves companies owned by individuals or investor groups. Cross-media ownership occurs when a single company owns different types of media in the same market. Conglomerate ownership describes large corporations with interests in media and unrelated industries. Understanding these patterns is essential for analyzing media influence, market concentration, and the overall diversity of voices within the national communication landscape.

206. (C) Pays a one-time fee for access to a specific piece of content, like a live sporting event.
Pay-per-view is a commercial model in mass media where consumers pay a specific, one-time fee to access a particular program or event. This model is commonly used for high-profile content such as live sporting events, concerts, or new film releases that are not part of a standard subscription. PPV allows media organizations to generate significant revenue from a single broadcast by targeting a dedicated and interested audience. It provides viewers with exclusive access to premium content while offering media houses a targeted monetization strategy.

207. (C) Oversee and manage the creation of the production from start to finish, including finance and logistics.
A producer plays a vital role in electronic media production by overseeing the entire project from its initial conception to final distribution. Their responsibilities include managing the budget, securing financing, hiring key personnel, and coordinating all logistical aspects of the production. While directors focus on the creative execution, producers ensure that the project remains financially viable and on schedule. The producer's leadership and organizational skills are essential for navigating the complex administrative and technical challenges required to bring a professional media production to life.

208. (C) Both consumes and produces media content, blurring the traditional distinction.
The term 'prosumer' describes an individual who both consumes and produces media content, reflecting the blurring of traditional roles in the digital age. This phenomenon is driven by the widespread availability of user-friendly production tools and social media platforms that allow anyone to share their work with a global audience. Prosumers are no longer just passive viewers; they actively create videos, blogs, and other content, influencing the media landscape and challenging the dominance of traditional media organizations in the modern digital era.

209. (B) Leading the organization through digital transformation.
A crucial task for a modern media manager is leading their organization through the complex process of digital transformation. This involves adapting traditional workflows to new digital platforms, investing in emerging technologies, and developing a workforce with relevant digital skills. Managers must navigate the shift from old media to new media environments to remain competitive and relevant to changing audience behaviors. Successfully managing this transition is essential for ensuring the long-term sustainability and growth of any media organization in a rapidly evolving global digital landscape.

210. (C) The deliberate choice of shots, angles, and edits shapes the viewer's understanding and emotional response.
The grammar of electronic media emphasizes that the deliberate choice of shots, camera angles, and editing techniques is essential for shaping the viewer's understanding and emotional response. For example, a close-up can highlight a character's intense emotion, while specific editing rhythms can build tension or excitement. By using these conventions effectively, media producers can guide the audience's perception and ensure that the narrative and symbolic meanings are communicated clearly. This visual language is a fundamental tool for professional storytelling in any audio-visual medium.

211. (A) Both A and R are true and R is the correct explanation of A.
Effective communication design is a strategic practice that goes beyond mere aesthetics to serve a vital functional purpose. Its primary goal is to convey a specific message to a target audience as clearly and effectively as possible. By organizing information logically and using visual elements like typography and color purposefully, designers ensure that the content is both engaging and easy

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to interpret. Therefore, the functional success of a design in achieving its communication objectives is the most important measure of its overall quality and professional impact.

212. (A) Oil and water do not mix.
Offset lithography is a widely used printing process based on the chemical principle that oil and water do not mix. The printing plate is treated so that the image area is receptive to oil-based ink while the non-image area attracts water. When the plate is inked, the image is first transferred to a rubber blanket and then onto the final paper surface. This indirect, or 'offset,' method allows for high-quality printing on various surfaces and is the standard for high-volume newspaper and magazine production.

213. (B) Digital media era, driven by streaming and VOD services.
The transition from appointment-based viewing, where audiences watched shows at specific broadcast times, to on-demand consumption is a hallmark of the digital media era. This shift is primarily driven by the growth of streaming platforms and Video On Demand services, which allow users to watch their favorite content whenever and wherever they choose. This trend has significantly changed media consumption patterns, requiring media organizations to adapt their distribution strategies and management models to cater to a more flexible and tech-savvy global audience.

214. (B) A potential reduction in the diversity of voices and opinions.
The presence of large media conglomerates in post-liberalisation India has raised significant concerns about the potential reduction in the diversity of voices and opinions. When a few major corporations dominate the market through various integrations, there is a risk that a limited range of perspectives will be presented to the public. This concentration of media power can influence public discourse and limit exposure to alternative viewpoints. Media managers and regulators must balance the benefits of large-scale efficiency with the need to maintain a pluralistic and democratic media landscape.

215. (C) Defining goals, establishing strategy, and developing plans to coordinate activities.
Planning is a fundamental management function in the media industry that involves defining an organization's long-term goals and establishing the strategies needed to achieve them. This process includes developing detailed plans to coordinate various production, marketing, and financial activities. Effective planning provides a clear roadmap for the organization and helps managers make informed decisions about resource allocation and technological investments. By anticipating future trends and challenges, media managers can ensure that their organization is well-prepared to compete and thrive in a dynamic global market.

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216. (B) Medium Long Shot or Plan Américain
A medium long shot, also famously known as the Plan Américain, is a framing technique in the grammar of electronic media that typically captures a character from the knees up to the head. This shot was frequently used in Westerns to show both a character's facial expression and the gun holster at their waist. It provides more detail than a long shot while still including enough of the surroundings and the character's body language to provide context within the narrative scene.

217. (B) Balance – Distribution of visual weight in a composition.
Balance is a fundamental principle of communication design that refers to the distribution of visual weight within a composition. This weight is determined by various design elements, such as the size, color, and placement of objects. Achieving balance ensures that a design feels stable and equilibrium is maintained, which helps to guide the viewer's eye and prevent any single part from becoming overwhelming. It is an essential component for creating professional and visually appealing layouts that effectively deliver the intended message to the target audience.

218. (B) a long-running television series.
A show bible is an extensive reference document created during the pre-production of a long-running television series. It contains detailed information about the show's world, including character biographies, main settings, and overarching plot arcs. The show bible ensures narrative and visual consistency across multiple

244. (B) Editorial independence and credibility in the face of commercial and political pressures.
A core challenge for any news organization's manager in the post-liberalisation era is maintaining editorial independence and credibility. In a market-driven environment, news outlets often face intense pressure from both commercial advertisers and political interests that can influence their reporting. Managers must lead their organizations with integrity, ensuring that journalistic standards are upheld and that the public receives accurate and unbiased information. Protecting the credibility of the news is essential for retaining audience trust and fulfilling the media's vital role in a democratic society, even in a highly competitive and commercialized market.

245. (A) To analyze the Strengths, Weaknesses, Opportunities, and Threats for strategic planning.
In media management, a SWOT analysis is a powerful strategic planning tool used to evaluate an organization's internal Strengths and Weaknesses, as well as its external Opportunities and Threats. By conducting this analysis, managers can gain a clear understanding of their current position and identify potential areas for growth and improvement. This information is essential for developing effective strategies to navigate a competitive marketplace, respond to technological changes, and achieve long-term organizational success. A SWOT analysis provides a comprehensive framework for making informed decisions and planning for the future.

246. (C) Media grammar or syntax
Media grammar or syntax is the appropriate term for the 'language' of film and television, which includes shots, editing techniques, and sound. This system consists of specific conventions and rules for combining these elements to construct narrative meaning and evoke emotional responses in the audience. Just as spoken language uses words and grammar to communicate, audio-visual media uses these visual and auditory components as its basic building blocks. Mastery of this grammar is essential for any media professional to create clear, professional, and engaging content for a wide variety of platforms and global audiences.

247. (A) Communication design practice
Communication design practice involves the strategic use of visual elements like fonts, colors, and layouts to create effective and engaging messages. By developing a diverse portfolio of work that demonstrates proficiency in these areas, designers showcase their ability to solve different communication challenges. This practice goes beyond aesthetics to focus on how information is structured and delivered to achieve specific goals with a target audience. Effective communication design is essential for building brand identity, informing the public, and creating meaningful user experiences across various print and digital media platforms in the modern global landscape.

248. (C) Analog to digital production techniques.
The transition from physical film editing, which involved manual cutting and splicing, to modern computer-based systems represents the fundamental shift from analog to digital production techniques. Digital technology allows for non-linear, non-destructive editing, which provides media creators with significantly more flexibility and speed. This transformation has revolutionized the post-production phase, enabling the easy integration of complex visual effects and sophisticated sound designs. Digital production is now the industry standard, offering a wide range of creative possibilities that were previously impossible or extremely difficult to achieve with traditional analog workflows in the audio-visual media field.

249. (D) a, b, c, d, and e
Mass media in India utilizes a wide variety of revenue sources to ensure financial sustainability and support its diverse operations. These primary sources include advertising, which is the most common model, and subscriptions from readers or viewers. Public media organizations may also receive government grants. Additionally, many outlets generate income through content syndication, event management, and corporate sponsorships. This diverse range of revenue streams allows media organizations to fund high-quality productions, invest in new technologies, and maintain their presence in a highly competitive and market-driven national and global media landscape.

250. (A) Media as a tool for public service and media as a profitable business.

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diverse range of private and government-run media organizations.

225. (B) Strategic financial planning and technology management.
A media manager faced with the decision to invest in a new printing press or a digital content management system is performing a critical role in strategic financial planning and technology management. This decision involves analyzing the organization's long-term goals, evaluating market trends, and determining which investment will provide the greatest benefit in a changing media landscape. This high-level task requires balancing the needs of traditional operations with the demands of digital transformation. Effective management of these resources is essential for ensuring the organization's future growth and competitiveness.

226. (B) To create custom, realistic sound effects that are synchronized with the picture.
Foley is a post-production process used in electronic media to create and add custom, realistic sound effects that are meticulously synchronized with the on-screen action. These sounds, such as the rustling of clothing or the clinking of glasses, help to create a more immersive and detailed auditory experience for the audience. By adding these subtle but important sound layers, Foley artists enhance the overall quality and realism of the production. This technique is a standard practice in film and television to ensure a professional and engaging audio-visual result.

227. (A) Communication design and management
Managing an organization's internal communication, such as a company newsletter, falls under the dual purview of communication design and management. Effective internal communication requires strategic planning to ensure that the intended message reaches and motivates the workforce. Simultaneously, the content must be professionally designed using principles of layout and typography to ensure it is engaging and legible. By coordinating these efforts, managers can improve employee morale, foster a sense of unity, and ensure that all staff members are well-informed about the company's goals and activities.

228. (C) Post-press
The final stage of print production is known as post-press, which encompasses all the essential finishing and delivery activities required after the actual printing is complete. This stage includes tasks such as cutting, folding, and binding the printed material into its final form, such as a book or a magazine. Quality control is a vital part of post-press to ensure that the physical product meets professional standards before it is packaged and delivered to the audience. These finishing touches are essential for the durability and overall quality of the publication.

229. (B) Binary code (data)
A defining characteristic of digital media production is its fundamental reliance on binary code, or data. Unlike traditional analog media, which uses physical signals, all digital content—including text, images, audio, and video—is represented as a series of ones and zeros. This digital nature allows for the easy duplication, rapid transmission, and non-destructive editing of content using specialized software. Understanding how to manage and manipulate digital data is a core skill for modern media professionals, as it forms the basis of all contemporary digital production and distribution processes.

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230. (A) The rising cost of newsprint and competition from free digital news.
Traditional print media in India, particularly newspapers, face a major economic challenge due to the rising cost of newsprint, which is a significant part of their production expenses. Simultaneously, they are under intense pressure from the rapid growth of free digital news sources that offer instant updates. This dual pressure has led to a decline in traditional advertising revenue and circulation for some outlets. Media managers must now innovate by developing new digital revenue models and streamlining their production processes to ensure the long-term sustainability of their print operations.

231. (D) All of the above
Managing a media enterprise in the post-liberalisation era requires a complex and delicate balance between multiple competing interests. Managers must navigate the tension between artistic goals and commercial viability,

voice, music, sound effects, and silence to trigger the listener's imagination, creating a mental imagery known as the theatre of the mind. This specialized grammar requires distinct production techniques to effectively communicate narratives without visual support.

259. (C) To dictate the pace, rhythm, and narrative flow of the sequence.
Editing techniques serve as the structural syntax of electronic media, determining how individual segments are linked to tell a story. By using transitions like cuts and dissolves, producers control the tempo and emotional impact of the content. These choices are essential for guiding the audience's perception of time and space, ensuring a seamless and engaging viewing experience.

260. (A) their subconscious decoding of established visual and auditory codes.
The ability of viewers or listeners to make sense of media content often depends on their internal recognition of established production conventions. Over time, audiences learn to interpret specific visual and auditory signals without conscious effort. This subconscious decoding process allows people to follow narrative arcs and emotional shifts by intuitively understanding the underlying language used by creators.

261. (D) To guide the arrangement of elements for effective and persuasive communication.
Communication design theories provide the essential framework for organizing visual and written content to achieve specific communicative goals. These principles help designers create layouts that are not only aesthetically pleasing but also functional and convincing. The primary aim is to ensure that the intended message reaches the target audience clearly, maximizing the impact of the information being presented.

262. (B) cognitive science and psychology.
Modern design principles are deeply informed by scientific fields that study human thought and behavior, such as cognitive science and psychology. By understanding how the brain processes visual information and responds to emotional stimuli, designers can create more effective communication strategies. These academic roots ensure that design choices are based on evidence-based insights into human perception.

263. (C) By explaining how viewers perceive a unified whole from various elements.
Gestalt psychology plays a vital role in design by illustrating how the human mind naturally organizes individual elements into a collective whole. Designers apply these principles to create layouts where various parts work together harmoniously to form a unified image. Understanding these patterns of perception allows for the creation of more intuitive and visually stable communication artifacts.

264. (D) align the receiver's interpretation with the sender's intention.
The primary objective of applying design theory is to ensure that the audience understands a message exactly as the creator intended. By bridging the potential divide between the sender and the receiver, effective design reduces ambiguity and misinterpretation. Success is measured by how accurately the information is decoded, remembered, and acted upon by the person viewing the media.

265. (A) It is used to enhance readability and establish a specific tone.
Typography is a critical component of communication design used to improve the ease with which text is read while establishing a specific mood. The selection and layout of typefaces influence how an audience perceives the authority and personality of the message. Beyond mere decoration, effective typographic choices ensure that the textual content is both accessible and appropriate.

266. (B) It is the application of design theory to create functional media for a specific purpose.
Practicing communication design involves applying abstract theoretical principles to solve real-world problems and create functional media products. It is a strategic discipline that focuses on achieving specific organizational or client objectives through visual language. By moving beyond aesthetics, designers use their skills to produce artifacts that communicate clearly and effectively to a defined target audience.

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and financial sustainability in a competitive marketplace.

238. (A) A more structured, corporate approach to an industry that was often family-run.
A major impact of media liberalisation in India was the professionalization of the industry's management. As the sector expanded, many organizations moved away from traditional, informal, and family-run styles toward more structured, corporate approaches. This involved hiring professional managers, often with MBAs, who brought expertise in strategic planning, financial management, and marketing. This shift has led to greater efficiency and organizational stability, helping Indian media companies navigate a highly competitive and complex market environment and compete more effectively with international players in a globalized and market-driven industry.

239. (B) Use of voice, sound effects, music, and silence to create imagery.
The grammar of radio, as a purely audio-based electronic medium, relies entirely on a sophisticated combination of voice, sound effects, music, and silence to tell a story. Since there are no visual elements, the production must use these auditory tools to create vivid imagery in the listener's mind. Skilled radio producers use the pace and tone of voice, the mood of music, and realistic sound effects to establish settings and convey actions. This unique form of storytelling requires a deep understanding of how to engage the audience's imagination effectively through sound alone.

240. (C) a, c, d
Communication design theories provide a vital framework for making informed and strategic design decisions in professional practice. Principles such as those from Gestalt theory help designers understand how the human brain perceives visual information, while color theory is essential for creating mood and establishing a clear visual hierarchy. These theories are not rigid laws but flexible guidelines that help designers deliver messages effectively. By understanding and applying these theoretical concepts, media professionals can create more engaging, organized, and impactful visual content that successfully meets its specific communication goals with a target audience.

241. (D) Print – Chroma Keying
Media production involves a variety of specialized techniques tailored to specific platforms. Traditional print media uses methods like offset lithography for high-volume production. Electronic media, such as television, utilizes three-point lighting to ensure subjects are well-lit. Digital media production relies on non-linear editing for flexibility and creative control. However, chroma keying is a digital visual effects technique used in video and film production to replace backgrounds and is not applicable to the print production process. Therefore, pairing print with chroma keying is incorrect within the context of media technology.

242. (A) The measurement, collection, analysis, and reporting of web data for purposes of understanding and optimizing usage.
Analytics in digital media production refers to the systematic measurement, collection, and analysis of web data to understand how users interact with content. This process provides valuable insights into audience behavior, such as which pages are most popular and how long visitors stay on a site. By using this information, media managers can optimize their content strategies, improve user experience, and make data-driven decisions to increase engagement and revenue. Effective use of analytics is essential for any digital media organization to remain competitive and relevant in a data-driven global environment.

243. (A) The rise of the internet and satellite distribution.
The commerce of mass media has become increasingly global, a trend that has been significantly accelerated by the rise of the internet and satellite distribution technologies. These platforms allow content to be shared across borders instantly, reaching audiences in every part of the world. This global reach has led to the international distribution of films, news, and entertainment, as well as the growth of global media conglomerates. Media managers must now consider global trends and cross-cultural appeals when developing and distributing content to maximize their impact and revenue potential in an interconnected world.

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276. (A) Casting actors and scouting locations.
Pre-production is the planning stage of electronic media where all necessary elements are organized before recording begins. This phase includes vital tasks such as selecting the cast, finding suitable filming locations, and creating a detailed production schedule. Effective preparation during this period is essential for ensuring that the subsequent recording and editing phases proceed smoothly and stay within budget.

277. (D) the raw audio or video content is actually recorded.
During the production phase, the media project moves from the planning stage to the actual capture of audio and visual data. This is when film crews record scenes on set and radio producers capture voice-overs and sound effects in the studio. It is the execution of the script and storyboard, resulting in the raw material for the program.

278. (B) To assemble and refine raw recorded material into a finished program.
Post-production serves as the final creative stage where raw footage and audio are organized and refined into a complete media product. Editors and sound engineers work together to assemble the best takes, add effects, and balance the audio levels. This process is crucial for ensuring the content flows logically and meets the professional standards required for public broadcast.

279. (C) Because thorough planning at this stage helps minimize future problems and costs.
Detailed planning during pre-production is vital because it helps identify potential issues before they become expensive problems during filming. By securing resources and finalizing the script early, media teams can work more efficiently and avoid delays. This phase sets the foundation for a successful project, ensuring that time and money are utilized effectively throughout the production cycle.

280. (D) Color correction of the filmed footage.
Color correction is a specialized task performed during the final stages of television production to ensure visual consistency across all scenes. This process involves adjusting the hues and brightness of the filmed footage to achieve a specific aesthetic or to fix lighting discrepancies. It is an essential part of the post-production workflow that creates a polished visual experience.

281. (A) It allows for modifying and rearranging clips in any order without destroying the original.
Non-linear editing provides digital producers with the flexibility to experiment with different narrative structures without risking the original recordings. Unlike traditional methods, NLE allows for instant access to any part of the footage, making the editing process more efficient and creative. This capability enables editors to refine the story continuously until the desired pace and flow are achieved.

282. (B) Responsive design for adapting to different screen sizes.
Responsive design is a unique requirement for digital media produced for the internet, as users access content on a wide range of devices. This technique ensures that the layout and visual elements of a website or app adjust automatically to fit different screens, from mobile phones to desktop monitors. It is essential for providing a consistent user experience.

283. (B) By including elements like clickable links and user-driven narratives.
Interactivity in digital media is achieved by including features that allow the audience to actively engage with and influence the content. Producers use tools like clickable links, interactive polls, and non-linear storylines to transform the viewer from a passive observer into an active participant. This engagement is a hallmark of modern digital production, distinguishing it from traditional formats.

284. (A) To streamline collaboration and distribution of content.
A Content Management System acts as a central hub for organizing, storing, and publishing digital content efficiently. It allows multiple team members to collaborate on a project and ensures that the finished media can be distributed easily to various platforms. By automating workflow tasks, a CMS helps digital production teams manage complex assets and maintain a consistent schedule.

285. (C) non-linear and integrated.

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The post-liberalisation era in the Indian media industry is defined by the ongoing tension between media's role as a public service tool and its requirements as a profitable business. While organizations must generate revenue to survive in a market-driven environment, they also have a fundamental responsibility to provide accurate information and serve the public interest. Media managers must navigate this complex landscape, balancing the demands of advertisers and shareholders with the need to maintain journalistic integrity and audience trust. Successfully managing this tension is essential for the long-term credibility and social health of any modern media enterprise.

251. (B) Its need to balance the cultural and commercial aspects of media products.
Media management diverges from standard business administration through the requirement to reconcile the artistic value of content with market profitability. While general management focuses on standard commodities, media enterprises handle products that serve as both cultural expressions and commercial assets. This dual nature necessitates a unique strategy to maintain creative integrity while ensuring economic viability.

252. (A) Aligning all organizational activities with the company's mission and market position.
A fundamental responsibility of media administration involves the synchronization of various operational facets, including production and marketing, with the entity's broader goals. By ensuring that every stage of the content lifecycle supports the organizational mission, managers maintain strategic coherence. This alignment is vital for achieving market objectives while upholding the specific cultural or informational purpose.

253. (C) both artistic artifacts and marketable goods.
The concept of a dual nature refers to the intrinsic characteristics of media outputs as both creative artifacts and economic units. These products function as vehicles for cultural expression and information while simultaneously serving as items for trade in a competitive marketplace. Balancing these often-conflicting identities remains a central challenge for strategic leadership within any media-focused organization.

254. (D) The need to maintain integrity while facing commercial pressures.
Media organizations frequently encounter specific hurdles that distinguish them from other sectors, particularly the tension between ethical standards and financial goals. Professional managers must protect the artistic or journalistic quality of their output while responding to the pressures of a profit-driven market. This struggle to preserve integrity amid commercial necessities is a defining difficulty in the field.

255. (C) The manager acts as a steward for a cultural resource within a business context.
Within a professional context, a media manager operates as a custodian of intellectual and cultural assets while navigating a market-driven landscape. This role transcends simple administrative tasks, requiring a commitment to preserving the societal value of information alongside business operations. The manager must effectively balance the organization's fiscal health with its responsibility to provide quality content.

256. (B) The set of conventions and structures using visual and auditory elements to create meaning.
The grammar of electronic media encompasses the structured systems of visual and auditory codes used to construct meaning in broadcasting and cinema. These conventions act as a specialized language, allowing producers to organize shots and sounds into a coherent narrative. For audiences, these established patterns provide a framework for interpreting the messages and emotions conveyed.

257. (D) The shot.
In the syntax of visual storytelling, the individual shot serves as the most elementary building block of communication. Just as words form the basis of written sentences, shots are combined through editing to create complex cinematic sequences. Each shot carries specific properties like angle and distance, which contribute to the overall message and pace of the media program.

258. (A) It is entirely auditory and builds a "theatre of the mind."
Unlike television, which relies on a combination of visual and sound cues, radio operates within a purely auditory framework. This medium utilizes

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ensuring that high-quality content is produced while maintaining profitability. Simultaneously, they must balance their public service responsibilities with the financial demands of a corporate environment and protect journalistic independence from commercial and political pressures. Successfully managing these diverse factors is essential for the overall success, credibility, and ethical standing of any modern media organization in a competitive global market.

232. (B) Close-up of a detail, like a character's hands or an object, inserted into a scene.
An insert shot is a specific framing technique used in the grammar of electronic media that features a close-up of a detail, such as an object or a character's hand, inserted into a larger scene. This shot is used to draw the audience's attention to a particular element that is important to the narrative or to provide essential information that might be missed in a wider shot. Insert shots help to clarify the action and add visual interest, making them a fundamental tool for effective and detailed visual storytelling.

233. (B) Control the flow of information and decide what content is produced and disseminated to the public.
The concept that media managers are 'gatekeepers' refers to their significant power to control the flow of information within society. In this role, they decide which stories are covered, what content is produced, and what ultimately reaches the public. This influence allows them to shape public opinion and set the agenda for social discourse. Understanding the ethical and social responsibilities of gatekeeping is a crucial part of media management, as these decisions impact the diversity of voices and the quality of information available to the public.

234. (A) A collection of images, textures, colors, and typography used to define the visual direction of a project.
In communication design, a mood board is a powerful visual tool that consists of a curated collection of images, textures, color swatches, and typography samples. It is created during the early strategic phase to define the overall visual direction and tone of a project. By presenting these elements together, designers can communicate their creative vision to clients and team members, ensuring everyone is aligned before the actual design process begins. A mood board serves as a constant reference for maintaining consistency and achieving the desired aesthetic result.

235. (B) P-3, Q-4, R-1, S-2
Television production requires several specialized roles, each with distinct responsibilities to ensure a high-quality finished product. The director is the principal creative artist who oversees the overall vision and performances. The cinematographer is responsible for the visual look and image quality through lighting and camera work. The editor shapes and assembles the raw footage into a coherent narrative during post-production. The gaffer leads the electrical department and implements the lighting plan. These professionals work together harmoniously to bring the production's creative goals to life for the audience.

236. (C) Digital media
The ability to hyperlink text is a fundamental technique unique to digital media, allowing for non-linear navigation between different pieces of content. By clicking on a link, users can instantly access related information, websites, or multimedia files. This feature has transformed how information is consumed, making digital content more interactive and interconnected than traditional print or broadcast media. Hyperlinking is a key component of web design and digital storytelling, enabling media producers to provide a more comprehensive and engaging experience by connecting diverse resources across the global internet.

237. (B) Advertisers and audiences
The dual product market of commercial mass media highlights its unique economic structure, where organizations must serve two distinct sets of clients simultaneously. First, media companies produce content to attract and engage a specific audience. Second, they sell access to this audience's attention and demographics to advertisers who want to promote their products. This means that media managers must carefully balance the needs and interests of their viewers with the commercial requirements of their sponsors to ensure both audience loyalty

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267. (B) user interfaces and user experiences.
While print design focuses on physical materials like paper and ink, digital design prioritizes the ways in which users interact with electronic platforms. This transition requires a focus on interface layout and the overall experience of navigating websites or mobile applications. Designers must consider how functionality and user engagement shape the effectiveness of the communication in digital environments.

268. (A) The importance of research, prototyping, and refinement.
The professional design workflow is an iterative cycle that emphasizes deep investigation, creative development, and rigorous testing. By testing prototypes with real users and refining the work based on feedback, designers ensure the final product meets its intended goals. This structured approach prevents reliance on personal preference, resulting in more effective and evidence-based communication solutions for clients.

269. (C) problem-solver translating objectives into a visual language.
A communication designer functions primarily as a problem-solver who converts complex organizational goals into an effective visual format. This role requires the ability to analyze a client's needs and create a language that speaks directly to the target demographic. By balancing creativity with analytical thinking, the designer ensures that the media produced fulfills its strategic and communicative purpose.

270. (D) It is a solution that is tailored to a specific communication goal.
A successful design project results in a specialized solution that is specifically customized to meet the sender's objectives. This outcome is achieved through extensive research and testing rather than subjective artistic choices. When the final media artifact effectively reaches and influences the audience as planned, the design process is considered to have achieved its professional and strategic aim.

271. (C) To systematically create a finished, physical media product from raw content.
Print production techniques are designed to manage the entire workflow from initial manuscripts to the creation of physical items like newspapers and books. This systematic process ensures that digital or handwritten content is converted into a tangible form ready for distribution. The focus remains on maintaining high quality and fidelity to the original design throughout the manufacturing stages.

272. (B) The design and layout phase.
After the initial stage of drafting and refining the text and images, the print workflow transitions into the design and layout phase. In this step, specialists arrange the content on the page to create a visual structure using typography and composition principles. This phase is essential for determining how the final printed product will look before manufacturing begins.

273. (D) Creating printing plates from digital files.
The pre-press stage serves as the final preparation step before physical printing begins, focusing on making digital files ready for the press. This includes critical tasks such as color correction, proofing, and the manufacturing of printing plates using modern technology. These activities ensure that the final output will be accurate and of high quality when printing starts.

274. (A) economic considerations and the required print volume.
Selecting the appropriate printing method depends heavily on the total number of copies required and the budget available for the project. Offset lithography is generally preferred for high-volume runs due to its cost-efficiency at scale, while digital printing is better suited for smaller batches. These economic considerations help organizations optimize their production costs while meeting specific quality standards.

275. (C) To assemble the printed pages into a final product.
Finishing processes represent the final physical steps in the print production cycle, where individual sheets are turned into completed books or magazines. Techniques such as binding and cutting ensure that the separate pages are securely assembled into a professional and usable format. These steps are necessary to produce a functional and durable item for distribution to readers.

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episodes and seasons, serving as a vital guide for writers, directors, and production staff. This comprehensive planning tool is essential for managing the complex and ongoing storytelling requirements of professional episodic television in a highly competitive media environment.

219. (A) The process of combining multiple visual elements from different sources into a single image.
Compositing is a fundamental digital media production technique that involves combining multiple visual elements from various sources into a single, seamless image or video sequence. This process often includes techniques like chroma keying to place subjects into different backgrounds or layering computer-generated imagery with live-action footage. Compositing allows for the creation of complex visual effects and environments that would be difficult or impossible to capture realistically. It is an essential tool in modern film and television production for enhancing visual storytelling and creative possibilities.

220. (C) Advertising revenue, which can create pressure on editorial independence.
Many private Indian news channels rely heavily on advertising revenue as their primary financial source. While this supports operations, it can also create significant pressure on editorial independence, as channels may feel obligated to cater to the interests of their advertisers or avoid topics that might offend them. This reliance on commercial support highlights a major challenge in media management: the need to maintain journalistic credibility and public trust while ensuring the organization's financial viability. Managing this tension is essential for the ethical and social health of the news industry.

221. (C) A focus on profitability and financial performance.
In the post-liberalisation era, media managers had to adopt a stronger focus on the 'bottom line,' which refers to an organization's net income or overall financial performance. This shift was driven by increased competition and the need for private media companies to remain profitable to survive. While maintaining creative and journalistic quality remained important, managers had to implement more rigorous budgeting, cost-control measures, and revenue-generation strategies. This focus on financial sustainability is a hallmark of professional media management in a modern, market-driven global industry environment.

222. (A) Like language, audio-visual media has components and rules of combination that create meaning.
The term 'grammar' is used metaphorically for electronic media to suggest that audio-visual storytelling, like spoken or written language, has its own set of components and rules. Elements such as camera shots, angles, and editing cuts function as the words and punctuation of this visual language. When combined according to established conventions, these components create specific meanings and emotional responses for the audience. Understanding this grammar is essential for media professionals to construct clear and effective narratives that resonate with viewers across different cultures and platforms.

223. (A) II, IV, III, I
The development of media production technology follows a clear chronological path. It began with the invention of the movable type printing press in the fifteenth century. This was followed by the Linotype machine in the late nineteenth century, which revolutionized newspaper production. The Moviola film editor emerged in the early twentieth century as the first professional machine for film editing. Finally, the non-linear digital editor became the standard in the late twentieth century, transforming the production landscape with computer-based, non-destructive editing capabilities for modern media creators.

224. (D) Mandatory taxation on all citizens for private media
Mass media in India utilizes various revenue models to ensure financial viability, including advertising sales, reader or viewer subscriptions, and content syndication. Public media organizations may also receive government grants for public service broadcasting. However, there is no system of mandatory taxation on all citizens specifically to fund private media outlets. While some countries use a television license fee to fund public broadcasters, the Indian media landscape primarily relies on a mix of commercial and subscription-based strategies to support its

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Digital media production is defined by its non-linear nature and the seamless integration of various technological elements. Unlike the more rigid and sequential processes of the past, digital workflows allow for simultaneous development of different project components. This flexibility enables a more experimental and complex approach to content creation, accommodating rapid changes and sophisticated visual effects during production.

286. (D) Selling content to audiences and audience attention to advertisers.
The dual-product model describes the primary business strategy in the Indian media industry, where revenue is generated from two distinct sources. First, media houses provide information and entertainment to attract an audience. Second, they sell the access to and attention of that audience to advertisers. This economic structure makes many media entities heavily dependent on the advertising market.

287. (C) Advertising.
In the competitive Indian media market, advertising represents the most significant source of income for many organizations. While some revenue comes from direct sales or subscriptions, the money paid by brands to reach viewers or readers usually forms the bulk of a company's budget. This financial reality influences the types of content produced, as media houses maximize audience numbers.

288. (B) audience metrics like TRPs and circulation figures.
The rates charged for advertising in the Indian media sector are directly tied to the size and engagement levels of the audience. Metrics like television ratings and circulation numbers provide objective data that advertisers use to decide where to spend their budgets. Consequently, media organizations focus heavily on improving these scores to secure higher revenues and market position.

289. (D) It regulates the extent of foreign ownership in media companies.
Foreign Direct Investment policies are essential regulatory tools used by the government to control the amount of international capital entering the domestic media market. These rules determine the maximum percentage of a media company that can be owned by foreign entities. By managing these investment levels, the state influences the competitive landscape and the degree of global participation.

290. (A) The conflict between the public service role and the need for profit.
The need to remain profitable in a crowded market often clashes with the traditional responsibility of media to serve the public interest. Media managers must balance the creation of content that fulfills societal needs, such as news and education, with the demand for popular programming that attracts advertisers. This tension can influence editorial decisions and overall media diversity.

291. (C) The entry of private and foreign investment into the media sector.
The primary catalyst for the evolution of media management in India was the introduction of private and international capital during the 1990s. As the market opened, the previous state-dominated system was replaced by a more competitive environment. This influx of investment forced organizations to adopt new strategies to survive and thrive alongside diverse domestic and foreign media competitors.

292. (A) a state-controlled model to a market-driven corporate structure.
The transition in the Indian media landscape involved moving from a system where the government controlled major outlets to one dominated by private corporations. This shift replaced slow, bureaucratic processes with market-responsive business structures. As a result, media entities began to operate with greater agility, focusing on competition and consumer demand rather than following state-mandated administrative directives.

293. (D) An emphasis on profitability and operational efficiency.
Following the liberalisation of the Indian economy, media organizations prioritized business-centric goals like increasing profits and maximizing their share of the market. Management began to focus on streamlining operations to improve efficiency and reduce waste. These commercial principles became essential for navigating the

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(C) Donationware
(D) Freemium

24. In the context of mobile adaptation by media, what does "Mobile-First" design mean?
(A) Designing a website or application for mobile devices before designing for desktop computers.
(B) Creating content that is exclusively available on mobile phones.
(C) Ignoring desktop users in favor of mobile users.
(D) Using mobile phones as the only tool for media production.

25. Which of the following is a key characteristic of "new generation telephony" like VoIP (Voice over Internet Protocol)?
(A) It relies exclusively on traditional copper-wire telephone networks for transmission.
(B) It is incapable of integrating with modern video or messaging services.
(C) It transmits voice calls as digital data packets over the internet.
(D) It requires a dedicated, permanent physical line for each individual phone number.

26. The practice of journalists using portable electronic devices, particularly smartphones, to gather, edit, and disseminate news is called:
(A) Mobile Journalism (MoJo)
(B) Traditional Reporting
(C) Print Journalism
(D) Broadcast Journalism

27. Which of the following is an ethical issue most prominent in the context of new media and social networking?
(A) The high cost of printing newspapers.
(B) The regulation of broadcast frequencies.
(C) The scarcity of available advertising slots.
(D) User privacy and data protection.

28. Consider the following statements regarding ethical dilemmas for media in the age of ICT:
a. The need to verify information is less important due to the speed of the internet.
b. Using user-generated content without permission or attribution raises copyright and ethical issues.
c. Anonymity on the web encourages responsible and accountable discourse.
d. The potential for digital manipulation of images and videos creates challenges for authenticity.

Which of the above statement(s) is/are correct?
(A) a and c only
(B) b and d only
(C) a and b only
(D) c and d only

29. The term 'new media ethics' primarily deals with:
(A) The historical development of the printing press.
(B) The financial management of broadcast television stations.
(C) The proper handling and moral conduct related to digital and online media.
(D) The physical safety of journalists in conflict zones.

30. In the context of new generation telephony, what is a primary advantage of 5G technology for media consumption?
(A) It reduces the need for mobile devices by integrating holographic displays.
(B) It is significantly less secure than previous generations like 4G or 3G.
(C) It works only for high-definition voice calls and does not support data.
(D) It offers significantly lower latency and higher bandwidth, improving streaming quality.

31. Consider the following statements about ICT in education in India:
a. It aims to improve the quality of education through technology.
b. It is limited only to higher education and excludes schools.
c. E-learning platforms like SWAYAM are key components of this initiative.
d. It focuses on providing access to digital learning resources.
e. It has completely replaced traditional classroom teaching.

Which of the above statement(s) is/are correct?
(A) a, b, and e only
(B) c, d, and e only
(C) a, c, and d only
(D) b, c, and d only

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CHAPTER 08

ICT and Media

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1. Which of the following best defines Information and Communication Technology (ICT)?
(A) The use of traditional broadcast media like radio and television for information dissemination to a wide audience.
(B) The convergence of audiovisual and telephone networks with computer networks through a single cabling system.
(C) The isolated use of computers for data processing tasks without the benefit of network or internet connectivity.
(D) The theoretical study of communication models without the practical application of modern digital technology.

2. Identify the statement that incorrectly describes a characteristic of ICT.
(A) ICTs are inherently static and do not evolve over time.
(B) ICT facilitates rapid communication across geographical barriers.
(C) ICT systems are often characterized by their high cost of initial setup.
(D) ICTs enable the storage, retrieval, and manipulation of large volumes of data.

3. Computer-Mediated Communication (CMC) is primarily characterized by its ability to:
(A) Transmit information only in a synchronous, real-time manner.
(B) Function exclusively through non-verbal cues and body language.
(C) Overcome physical distance and allow for asynchronous interaction.
(D) Eliminate the need for any form of textual communication.

4. Match the items in List I with those in List II regarding the impact of ICT on mass media.
List I: (ICT Impact)
P. Disintermediation
Q. Convergence
R. Audience Fragmentation
S. User-Generated Content
List II: (Description)
1. Blurring of lines between different media forms (e.g., text, audio, video).
2. The rise of blogs, vlogs, and social media posts as media content.
3. The process of removing the traditional "gatekeeper" role in media.
4. The division of a mass audience into smaller, niche groups.
Choose the correct option from the following:
(A) P-3, Q-1, R-4, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-3, R-2, S-1
(D) P-2, Q-4, R-1, S-3

5. What is the primary effect of Computer-Mediated Communication (CMC) on traditional social interactions?
(A) It exclusively enhances face-to-face communication skills.
(B) It completely replaces the need for offline social gatherings.
(C) It introduces new forms of social etiquette and norms (netiquette).
(D) It limits communication to purely formal and professional contexts.

6. The process of converting information, such as text, images, or sound, into a digital format that can be understood by computer systems is known as:
(A) Modulation
(B) Digitisation
(C) Amplification
(D) Fragmentation

7. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The adoption of ICT has significantly increased the speed at which news is disseminated globally.

Statement II: Stop motion involves the manipulation of physical objects in a 3D space, which are then photographed to create the illusion of movement.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

41. What is the fundamental principle behind all forms of animation?
(A) The use of advanced computer software.
(B) The creation of photorealistic images.
(C) The rapid display of a sequence of images to create the illusion of movement.
(D) The involvement of voice actors and sound effects.

42. "Computer-Generated Imagery" (CGI) is a term most closely associated with:
(A) 2D and 3D digital animation and visual effects.
(B) Traditional hand-drawn animation.
(C) Stop motion puppetry.
(D) Claymation techniques.

43. Which of the following is NOT a characteristic of ICT?
(A) Immediacy
(B) Interactivity
(C) Integration
(D) Immutability

44. Which of the following best describes the "role" of ICT in media?
(A) To exclusively serve as a replacement for traditional media.
(B) To function as a tool for creation, a channel for distribution, and a platform for consumption.
(C) To limit the flow of information to a select few.
(D) To operate independently of media content and producers.

45. Consider the following statements about Computer-Mediated Communication (CMC):
a. It can be synchronous, like in a live chat.
b. It can be asynchronous, like email.
c. It always filters out non-verbal cues completely.
d. The use of emojis and emoticons is an attempt to reintroduce emotional cues.
Which of the above statement(s) is/are correct?
(A) a, b, and d only
(B) a, c, and d only
(C) b and c only
(D) a and d only

46. Arrange the following stages of media technology evolution in chronological order.
a. Digitisation of media content
b. Invention of the printing press
c. Proliferation of social networking sites
d. Rise of broadcast radio and television
(A) b, d, a, c
(B) a, b, d, c
(C) d, b, c, a
(D) b, a, d, c

47. The primary impact of ICT on the production process of mass media is:
(A) It has democratized production tools, making them more accessible and affordable.
(B) It has made the process more expensive and time-consuming.
(C) It has eliminated the need for creativity and skill in media production.
(D) It has restricted production to large, professional studios only.

48. A key consequence of the digitisation of media is:
(A) The elimination of copyright issues.
(B) The perfect and easy duplication of content without loss of quality.
(C) The reduction of media consumption worldwide.
(D) The complete disappearance of analog media formats.

49. Social networking sites primarily build their platforms around the concept of:
(A) The user's professional resume.
(B) The user's social graph.
(C) The user's browsing history.
(D) The user's financial transactions.

50. Given below are two statements:
Statement I: Social networking has altered the power dynamics between media producers and

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(D) The programming language used to build the site.

16. Consider the following statements about the impact of social networking:
a. It has democratized content creation.
b. It can lead to the rapid spread of misinformation.
c. It has no impact on political discourse.
d. It helps maintain social ties over long distances.
e. It guarantees the privacy of user data.
Which of the above statement(s) is/are correct?
(A) a, b, and d only
(B) c, d, and e only
(C) a, c, and e only
(D) b, c, and d only

17. In the context of the economics of web-enabled media, what does "monetization" refer to?
(A) The process of converting media content into a digital format for storage.
(B) The process of generating revenue from online content or services.
(C) The process of increasing the number of registered users on a platform.
(D) The process of creating high-quality, non-commercial digital media content.

18. A news website that requires users to pay a monthly fee to access its articles is using which economic model?
(A) Subscription model
(B) Advertising-supported model
(C) Freemium model
(D) Pay-per-click model

19. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Many web-enabled media platforms offer free services to users.
Reason (R): These platforms often generate revenue by selling user data and advertising space, effectively making the user the product.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

20. Match the items in List I with those in List II concerning web commerce models.
List I: (Model)
P. E-commerce
Q. Affiliate Marketing
R. Freemium
S. Crowdfunding
List II: (Description)
1. Offering a basic service for free while charging for advanced features.
2. Funding a project by raising small amounts of money from a large number of people.
3. Directly selling goods or services online.
4. Earning a commission by promoting another company's products.
Choose the correct option from the following:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-1, S-2
(C) P-2, Q-1, R-4, S-3
(D) P-4, Q-3, R-2, S-1

21. What is the primary source of revenue for web media platforms like Google Search and the free version of Facebook?
(A) Direct user subscriptions
(B) Government funding and grants
(C) Advertising
(D) Sale of physical merchandise

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22. Given below are two statements:
Statement I: The economics of web-enabled media are characterized by low marginal costs for distributing digital content.
Statement II: Once a digital media product is created, making additional copies and distributing them online is almost free.
(A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
(B) Both Statement I and Statement II are true, but Statement II is not the correct explanation of Statement I.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

23. Which term describes the business strategy of offering a basic product or service free of charge and charging a premium for advanced or additional features?
(A) Subscription
(B) Barter

(C) Producing content specifically tailored for mobile consumption (e.g., vertical video).
(D) Focusing exclusively on print and abandoning all digital platforms.

60. What distinguishes "new generation telephony" such as VoLTE or Wi-Fi Calling from older mobile call technology?
(A) It uses analog signals instead of digital.
(B) It routes calls over IP data networks.
(C) It can only be used for sending text messages.
(D) It does not require a SIM card or mobile plan.

61. A journalist covering a protest uses her smartphone to record interviews, write a short report, and upload it to her news organization's website directly from the location. This is a clear example of:
(A) Print journalism
(B) Investigative journalism
(C) Mobile Journalism (MoJo)
(D) Photojournalism

62. The ethical principle of "informed consent" in new media most accurately relates to:
(A) Journalists informing their editors about a story.
(B) Website users being clearly informed about what data is being collected from them and for what purpose.
(C) Animators getting consent from producers to change a character's design.
(D) Website users being clearly informed about what data is being collected from them and for what purpose.

63. The phenomenon of "fake news" is an ethical challenge for new media primarily because:
(A) It can spread rapidly and widely through social networks before it can be fact-checked.
(B) It is expensive to produce.
(C) It is always easily distinguishable from real news.
(D) It only affects people who are not on the internet.

64. Match the items in List I with those in List II concerning new media concepts and ethics.
List I: (Term)
P. Digital Divide
Q. Copyright Infringement
R. Cyberbullying
S. Net Neutrality
List II: (Concept)
1. Using technology to repeatedly harm or harass other people.
2. The principle that internet service providers should treat all data on the internet equally.
3. The gap between those with and without access to digital technology.
4. The unauthorized use of works protected by copyright law.
Choose the correct option from the following:
(A) P-3, Q-4, R-1, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-3, R-2, S-1
(D) P-2, Q-1, R-4, S-3

65. Which of the following best describes the role of ICT in education in India?
(A) To completely replace teachers with artificial intelligence.
(B) To act as a supplementary tool to enrich and expand access to learning.
(C) To restrict educational content to a single, government-approved curriculum.
(D) To provide vocational training in computer repair only.

66. "E-governance" refers to the application of ICT for delivering government services. Which of the following is a primary goal?
(A) To improve Citizen-to-Government (C2G) interactions.
(B) To increase the bureaucracy in administrative tasks.
(C) To reduce transparency in government operations.
(D) To make services available only during fixed office hours.

67. A farmer in a village in India receiving weather updates and market prices for crops via an SMS on his mobile phone is an example of:
(A) ICT for entertainment
(B) ICT for space exploration
(C) ICT for development
(D) ICT for animation

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32. What is the primary objective of e-governance initiatives in India?
(A) To increase the amount of paperwork in government offices.
(B) To make government services more accessible, efficient, and transparent for citizens.
(C) To limit citizens' access to government information.
(D) To exclusively provide services to urban populations.

33. Which of the following is an example of an ICT-based e-governance service?
(A) Submitting a physical application form at a government office.
(B) Filing income tax returns online.
(C) Receiving government notifications via postal mail.
(D) Paying a utility bill in cash at a counter.

34. The use of online media in e-governance contributes to development by:
(A) Promoting transparency and accountability.
(B) Restricting public participation in policy-making.
(C) Creating a digital divide between citizens.
(D) Making government processes more complex and slower.

35. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): ICT plays a crucial role in the development sector in India by enabling information dissemination to rural areas.
Reason (R): Projects involving mobile phones for agricultural advisories or health information help bridge the information gap for remote populations.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

36. In animation, what is a "keyframe"?
(A) A frame that contains no drawing or information.
(B) The final frame of the animation sequence only.
(C) A background painting that does not move.
(D) A drawing that defines the starting or ending point of any smooth transition.

37. The technique of filling in the frames between the keyframes to create the illusion of movement is called:
(A) Rotoscaping
(B) Rendering
(C) In-betweening or Tweening
(D) Keyframing

38. Which of the following best describes 3D animation?
(A) An animation created using flat, two-dimensional images.
(B) An animation created by building and manipulating models in a three-dimensional digital environment.
(C) An animation created by physically manipulating real-world objects and capturing them frame-by-frame.
(D) An animation drawn directly onto the film strip.

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39. Match the items in List I with those in List II concerning animation techniques.
List I: (Technique)
P. Stop Motion
Q. Cel Animation
R. CGI
S. Rotoscoping
List II: (Description)
1. Animating on transparent sheets, a traditional 2D method.
2. Tracing over live-action film footage frame by frame.
3. Creating animated images using computer graphics.
4. Photographing a physically manipulated object frame by frame.
Choose the correct option from the following:
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-1, R-3, S-2
(C) P-2, Q-3, R-4, S-1
(D) P-3, Q-4, R-1, S-2

40. Given below are two statements:
Statement I: Stop motion animation is a form of 2D animation.

newly competitive landscape, where financial sustainability was required to support creative and journalistic efforts in India.

294. (B) adopt business practices common in large corporations.
Corporatization refers to the process where media entities began functioning like modern business corporations rather than traditional creative houses or government units. This involved implementing standardized professional practices such as strategic planning and human resource management. By adopting these corporate methodologies, media organizations aimed to improve their organizational stability and compete more effectively in a globalized commercial media market.

295. (C) Success was increasingly judged by financial performance and shareholder value.
In the post-liberalisation era, the evaluation of media managers shifted toward objective financial performance. While the reach and cultural impact of content remained important, the ability to generate a profit and increase the value of the company became primary indicators of success. This change reflected the broader trend of treating media as a business accountable to owners and investors.

296. (D) Economic pressures and management principles converge to directly influence media production choices.
The central theme of the passage is the interconnectedness of business administration, economic factors, and the actual creation of media content. It argues that management decisions in the Indian media sector are driven by market pressures, which in turn dictate production methods. Consequently, the final media product is a direct result of the convergence of commercial necessity and management.

297. (A) Because it is often less expensive to produce and can generate higher advertising revenue.
Media managers often prioritize reality television because it provides a better return on investment compared to expensive investigative reporting. These programs are generally cheaper to produce and can be made in large quantities to fill airtime. Because they attract large audiences and high advertising rates, they are seen as a more financially sustainable option in markets.

298. (B) By encouraging the use of production techniques that are streamlined for efficiency and cost-saving.
Economic constraints influence the creative language of media by encouraging the use of faster and cheaper production methods. For example, producers might choose multi-camera setups or digital templates to save time and reduce labor costs. These efficiency-focused choices can alter the visual and auditory style of the program, demonstrating how financial considerations directly impact artistic form.

299. (B) management's analysis of commercial data and target demographics.
The selection of content types is frequently a strategic business decision based on the analysis of audience demographics and market trends. Media managers use commercial data to identify which genres will be most profitable or attractive to certain groups of advertisers. This data-driven approach ensures that the content produced aligns with the organization's financial goals and audience profiles.

300. (A) a central point connecting business principles, commerce, and production.
Describing media management as a nexus highlights its role as the central point where business strategies, economic demands, and creative production meet. It suggests that management is not a separate activity but is fundamental to how media is made and sold. This convergence ensures that all aspects of the media organization are synchronized in a competitive environment.

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consumers.
Statement II: Consumers can now also act as producers and distributors of content, challenging the traditional gatekeeping role of mass media.
(A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
(B) Both Statement I and Statement II are true, but Statement II is not the correct explanation of Statement I.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

51. Which of the following is an example of a professional social networking platform?
(A) Instagram
(B) TikTok
(C) LinkedIn
(D) Snapchat

52. The spread of a piece of content (like a video or meme) rapidly through a social network is often referred to as:
(A) Going viral
(B) Buffering
(C) Streaming
(D) Archiving

53. Identify the incorrect pair.
(A) Facebook - Social Networking Service
(B) Twitter - Microblogging Service
(C) Amazon - Social Networking Service
(D) Wikipedia - User-Generated Encyclopedia

54. In the context of web-enabled media economics, what is an "impression" in online advertising?
(A) The action of a user clicking on an advertisement.
(B) A single instance of an advertisement being viewed by a user.
(C) The purchase of a product after seeing an advertisement.
(D) The emotional impact of an advertisement on a user.

55. A media company runs a news website where some articles are free, but premium in-depth analysis requires a paid membership. This is an example of:
(A) A pure subscription model
(B) A pure advertising model
(C) A donation-based model
(D) A freemium model

56. Which of the following is a major economic challenge for traditional print media in the age of web-enabled media?
(A) A decline in advertising revenue as advertisers move online.
(B) A surplus of paper and ink.
(C) An inability to produce digital content.
(D) A lack of interesting news stories to cover.

57. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Targeted advertising is a key component of the business model for many web-enabled media platforms.
Reason (R): These platforms collect vast amounts of user data, which allows advertisers to show specific ads to specific demographic or interest groups, increasing the ads' effectiveness.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

58. Consider the following statements regarding the economics of web-enabled media:
a. Digital distribution has zero cost.
b. The "long tail" effect allows for niche content to be economically viable.
c. Copyright enforcement is simpler in the digital realm.
d. User data is a valuable commodity.
e. All online content is legally required to be free.
Which of the above statement(s) is/are correct?
(A) a and c only
(B) b and d only
(C) c, d, and e only
(D) a, b, and e only

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59. "Mobile adaptation" by media organisations implies all of the following EXCEPT:
(A) Creating responsive websites that work well on small screens.
(B) Developing dedicated mobile applications.

Reason (R): Digitisation allows for the instantaneous transmission of media content over computer networks, bypassing the slower physical distribution channels of traditional media.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

8. Which of the following is NOT a primary role of ICT in modern media?
(A) Restricting audience access to information.
(B) Facilitating content creation and production.
(C) Enhancing content distribution and delivery.
(D) Enabling interactive engagement with the audience.

9. Given below are two statements:
Statement I: Digitisation makes media content easier to store and preserve over long periods.
Statement II: Digital content is immune to degradation and data loss.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

10. Consider the following statements about social networking:
a. It primarily involves face-to-face communication.
b. It allows users to create public or semi-public profiles.
c. It enables the articulation of a list of other users with whom they share a connection.
d. It restricts users from viewing and traversing their connections.
Which of the above statement(s) is/are correct?
(A) a and b only
(B) b and c only
(C) c and d only
(D) a and d only

11. From a media perspective, what is a key impact of social networking on traditional journalism?
(A) It has completely replaced the need for professional journalists.
(B) It has led to a decrease in the overall consumption of news.
(C) It has made news reporting more accurate by default.
(D) It has introduced new channels for news dissemination and citizen journalism.

12. A media company wants to leverage social networking for audience engagement. Which of the following would be the most appropriate strategy?
(A) Broadcasting press releases without inviting comments.
(B) Creating interactive polls, Q&A sessions, and live streams.
(C) Deleting all user comments, whether positive or negative.
(D) Using the platform solely for advertising without providing content.

13. Arrange the following events related to the emergence of social networking in chronological order.
a. Launch of Facebook
b. Creation of Six Degrees
c. Launch of MySpace
d. Launch of Twitter
(A) b, c, a, d
(B) a, b, c, d
(C) c, d, a, b
(D) b, a, d, c

14. Identify the incorrect statement regarding the nature of social networking platforms.
(A) They facilitate the formation of virtual communities.
(B) They are built on the principles of user-generated content.
(C) They can be used for both personal and professional networking.
(D) They operate in a completely unregulated and lawless environment.

15. What is the fundamental concept behind the "social" aspect of social networking?
(A) The connections and interactions between users.
(B) The technological infrastructure of the platform.
(C) The economic model used to generate revenue.

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68. The "Digital India" programme of the Government of India is an initiative that primarily aims to:
(A) Distribute free mobile phones to all citizens.
(B) Ban the use of paper in all government offices.
(C) Ensure that all movies are released on digital platforms only.
(D) Transform India into a digitally empowered society and knowledge economy.

69. Given below are two statements:
Statement I: Online media plays a watchdog role in e-governance by highlighting failures and demanding accountability.
Statement II: The government is the only entity that uses online media in the context of e-governance.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

70. The sequence of drawings between two keyframes in an animation is known as:
(A) The renders
(B) The in-betweens
(C) The model sheets
(D) The backgrounds

71. Which of the following animation techniques involves creating models from a malleable substance like clay?
(A) Rotoscoping
(B) Cel animation
(C) 2D computer animation
(D) Claymation (a form of stop motion)

72. In the context of animation, what does "FPS" stand for?
(A) Frames Per Second
(B) Final Production Stage
(C) Fictional Plot Structure
(D) Fast Playback Sequence

73. A major difference between 2D and 3D animation is that:
(A) 2D animation is always done by hand, while 3D is always by computer.
(B) 2D animation is more realistic than 3D animation.
(C) 2D animation has characters with height and width, while 3D adds the dimension of depth.
(D) 3D animation does not require keyframes.

74. Consider the following statements about animation techniques:
a. Rotoscoping is a technique where animators trace over motion picture footage.
b. Stop motion requires the use of a computer to generate all the imagery.
c. CGI is exclusively used for creating 2D animations.
d. Traditional cel animation involves drawing on transparent sheets.
Which of the above statement(s) is/are correct?
(A) a and d only
(B) b and c only
(C) a, b, and c only
(D) b, c, and d only

75. The definition of ICT as the "convergence of audiovisual and telephone networks with computer networks" highlights its _____ nature.
(A) fragmented
(B) isolated
(C) obsolete
(D) integrated

76. Which is a direct effect of Computer-Mediated Communication on professional work?
(A) It eliminates the need for any face-to-face meetings.
(B) It enables remote work and collaboration across different time zones.
(C) It reduces the overall productivity of employees.
(D) It makes written communication skills irrelevant.

77. The impact of ICT on mass media has led to "disintermediation," which means:
(A) Media content has become more complex and difficult to understand.
(B) The cost of media production has increased exponentially.
(C) Audiences have more direct access to content creators, bypassing traditional publishers or broadcasters.
(D) Media companies now act as intermediaries

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(D) All of the above

95. In animation, a "storyboard" is:
(A) A sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film.
(B) The final, fully animated sequence.
(C) The script written for the voice actors.
(D) A list of all the animators who worked on the project.

96. The animation technique used in films like 'Wallace and Gromit' or 'Shaun the Sheep' is primarily:
(A) 2D Cel Animation
(B) Stop Motion (Claymation)
(C) CGI
(D) Rotoscoping

97. The smoothness of an animation is directly affected by its:
(A) Color palette
(B) Frame rate (FPS)
(C) Sound design
(D) Character design

98. Computer-Mediated Communication (CMC) can lead to 'deindividuation', which is a state characterized by:
(A) A reduced sense of individual identity and accountability, often due to anonymity.
(B) Increased self-awareness and personal identity.
(C) A stronger adherence to traditional social norms.
(D) Enhanced ability to perceive non-verbal cues.

99. The single most transformative impact of ICT on mass media is arguably the:
(A) Improvement in the quality of paper used for newspapers.
(B) Increase in the number of government-owned television channels.
(C) Shift from an analog, one-to-many broadcast model to a digital, interactive, many-to-many network model.
(D) Decrease in the overall amount of media content being produced.

100. From the perspective of media ethics, what is a primary danger of adapting mobile technology for news gathering (MoJo)?
(A) The high cost of smartphones.
(B) The poor quality of video that smartphones produce.
(C) The difficulty in transmitting data from remote locations.
(D) The temptation to publish unverified information instantly to be "first."

101. Given below are two statements:
Statement I: Digitisation allows for the non-linear editing of video and audio, which has revolutionized media post-production.
Statement II: In the analog era, editing film or tape was a linear, destructive, and time-consuming physical process.
(A) Both Statement I and Statement II are true, and Statement II provides context for the revolution described in Statement I.
(B) Both Statement I and Statement II are true, but Statement II is unrelated to Statement I.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

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102. An online forum where users can post messages and reply to each other on various topics is a classic example of what kind of social networking?
(A) Synchronous one-to-one communication
(B) Asynchronous group communication
(C) Broadcast communication
(D) Top-down communication

103. Which of the following is NOT a defining characteristic of a social networking site?
(A) User-created profiles
(B) A list of connections to other users
(C) The ability to view and traverse connections
(D) A mandatory subscription fee for all users

104. Consider the following statements about the commerce of web-enabled media:
a. Content is the primary product being sold or monetized.
b. Audience attention is a key commodity that is sold to advertisers.
c. The cost of production for high-quality digital media is always zero.
d. Piracy is not an economic concern for digital

4. Software that prevents advertisements from being displayed.

Choose the correct option from the following:
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-1, R-4, S-3
(C) P-3, Q-4, R-1, S-2
(D) P-4, Q-3, R-2, S-1

87. The "Long Tail" theory, as it applies to web commerce (e.g., Netflix or Amazon), suggests that:
(A) Only the most popular blockbuster products are profitable.
(B) Customers prefer a very small, curated selection of products.
(C) Digital distribution is more expensive than physical distribution.
(D) The cumulative profit from a large number of niche or less popular items can rival the profit from bestsellers.

88. A key advantage of mobile adaptation for media companies is:
(A) The ability to reach audiences anytime and anywhere.
(B) The larger screen size for displaying complex graphics.
(C) The guaranteed attention of the user without distractions.
(D) The lower cost of producing mobile content compared to any other form.

89. A significant ethical concern related to new media is the "filter bubble" or "echo chamber," which refers to:
(A) The intellectual property management protocols of a new media company.
(B) A secure communication channel used by investigative journalists in the field.
(C) A situation where a user is primarily exposed to information that reinforces their own.
(D) The physical collaborative workspace where social media moderators work.

90. Given below are two statements:
Statement I: The ethics of new media require journalists to be transparent about their methods and corrections.
Statement II: Because digital content can be changed easily, there is no need to issue corrections for errors in online reporting.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

91. What is the role of online media in facilitating e-governance?
(A) To act as a one-way channel for government propaganda.
(B) To create deliberate confusion about government policies.
(C) To function as a parallel system of governance that bypasses elected officials.
(D) To provide a platform for citizens to access services, give feedback, and monitor government actions.

92. The SWAYAM platform, an initiative of the Government of India, is an example of:
(A) An e-commerce website.
(B) ICT in education, providing Massive Open Online Courses (MOOCs).
(C) A social networking site for government employees.
(D) A platform for filing income tax returns.

93. A key benefit of using ICT for development is:
(A) Increasing social isolation in rural communities.
(B) Reinforcing traditional power structures and inequalities.
(C) Empowering marginalized communities with access to information and markets.
(D) Making development projects more expensive and less efficient.

94. Consider the following statements about ICT in education:
a. It can provide access to high-quality educational resources regardless of location.
b. Its effectiveness depends heavily on teacher training and pedagogical integration.
c. It guarantees improved learning outcomes for all students.
d. The "digital divide" can be a major barrier to its implementation.

Which of the above statement(s) is/are correct?
(A) a, b, and d only
(B) a, c, and d only
(C) b and c only

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131. Consider the following statements regarding the role of ICT in modern society:
a. It acts as a conduit for information.
b. It is a tool for processing information.
c. It is a medium for communication.
d. It has replaced all older forms of communication.
e. It is solely for entertainment purposes.
Which of the above statement(s) is/are correct?
(A) a, d, and e only
(B) c, d, and e only
(C) a, b, and c only
(D) b, c, and d only

132. The term "Computer-Mediated Communication" (CMC) would apply to all of the following EXCEPT:
(A) An email exchange.
(B) A video conference call.
(C) A discussion on an online forum.
(D) A telephone conversation on a landline.

133. One of the most significant impacts of ICT on mass media has been the breakdown of the traditional "deadline" concept. Why?
(A) Journalists are now required to work 24/7 without breaks.
(B) Printing presses have become much faster.
(C) The news cycle is now continuous (24/7), with the ability to publish updates instantly online.
(D) There is no longer any interest in timely news.

134. Match the items in List I with those in List II regarding digital media concepts.
List I: (Term)
P. Bandwidth
Q. Latency
R. Hyperlink
S. Cloud Computing
List II: (Description)
1. The delay before a transfer of data begins following an instruction.
2. A reference in an electronic document that a user can follow by clicking.
3. Storing and accessing data and programs over the internet instead of a local computer's hard drive.
4. The maximum rate of data transfer across a given path.
Choose the correct option from the following:
(A) P-1, Q-2, R-3, S-4
(B) P-4, Q-1, R-2, S-3
(C) P-2, Q-3, R-4, S-1
(D) P-3, Q-4, R-1, S-2

135. The concept of "prosumer" in the context of social networking refers to:
(A) A professional user who gets paid for using the network.
(B) A consumer who is highly skeptical of all information on social media.
(C) A marketing professional who uses social networks for advertising.
(D) An individual who both consumes and produces content on a platform.

136. What is the main purpose of "hashtags" (#) on social networking platforms like Twitter and Instagram?
(A) To mark keywords or topics in a post, facilitating search and content aggregation.
(B) To hide content from certain users.
(C) To create a private conversation between two users.
(D) To indicate that the post contains a factual error.

137. Which of the following is a defining characteristic of the "sharing economy" enabled by web and mobile ICT?
(A) It involves the direct sale of new goods from a manufacturer to a consumer.
(B) It operates without the use of money or currency.
(C) It is based on the idea of individuals renting or sharing assets they own, such as cars or spare rooms.
(D) It is regulated and controlled entirely by government agencies.

138. Given below are two statements:
Statement I: The economics of web-enabled media have led to a decline in revenue for many legacy media outlets.
Statement II: Many online news sources and social media platforms provide news for free, which makes it difficult for traditional outlets to sell subscriptions or newspapers.
(A) Both Statement I and Statement II are true, and Statement II is the correct explanation

media producers.

Which of the above statement(s) is/are correct?

(A) c and d only
(B) a and c only
(C) a and b only
(D) b and d only

105. A website for a national newspaper offers all its articles for free but is filled with display ads, banner ads, and video ads. This website primarily relies on the:

(A) Subscription economic model
(B) Freemium economic model
(C) Advertising economic model
(D) Government subsidy model

106. Match the items in List I with those in List II concerning actors in the web media economy.

List I: (Actor)

P. Content Creator
Q. Advertiser
R. User/Audience
S. Platform Owner

List II: (Role)

1. Hosts the content and facilitates the interaction between other actors.
2. Produces the articles, videos, or other media.
3. Pays to have their messages shown to the audience.
4. Consumes the content and provides data/ attention.

Choose the correct option from the following:

(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-3, R-4, S-1
(C) P-4, Q-1, R-2, S-3
(D) P-3, Q-4, R-1, S-2

107. The term "new media" is often used to describe forms of communication in the digital age. Which of the following is a key feature that distinguishes "new media" from "old media"?

(A) Its analog nature
(B) Its one-way communication flow
(C) Its reliance on a centralized broadcast source
(D) Its interactivity and on-demand nature

108. An ethical issue unique to the age of new media and ICT is the "right to be forgotten," which concerns:

(A) A person's right to have their old school records destroyed.
(B) A person's right to have certain personal information removed from internet search results and websites.
(C) A news organization's right to forget to issue a correction.
(D) An advertiser's right to have their failed campaigns forgotten by the public.

109. Which of the following is the best example of ICT being used for development in India in the health sector?

(A) Building a new hospital with traditional record-keeping.
(B) A campaign promoting hand-washing using only printed posters.
(C) A telemedicine service that connects rural patients with specialist doctors in cities via video conferencing.
(D) Increasing the number of beds in existing urban hospitals.

110. One of the main goals of integrating ICT into the Indian educational system is to:

(A) Reduce the number of teachers needed in schools.
(B) Ensure all students learn computer programming.
(C) Make education more expensive for the end-user.
(D) Overcome geographical barriers to access quality education.

111. The concept of using a mobile phone as a digital wallet to make payments (e.g., UPI in India) is an application of ICT under the umbrella of:

(A) E-commerce and e-governance
(B) Animation and media production
(C) Social networking
(D) Print media digitisation

112. In 2D animation, what is a "model sheet"?

(A) A financial document showing the animation's budget.
(B) A set of drawings that shows a character from various angles to ensure consistency.
(C) The list of voice actors for the project.
(D) The final rendered frame of the animation.

113. The technique of rotoscoping, where animators trace over live-action footage, is used to:

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(A) Create abstract, non-realistic movement.
(B) Achieve highly realistic and fluid character motion.
(C) Save money on computer hardware.
(D) Animate non-humanoid characters only.

114. Consider the following statements about ICT:
a. It is a static field with no new developments.
b. It only refers to the use of the internet.
c. It encompasses hardware, software, networks, and media.
d. It has had a minimal impact on how societies function.
e. It facilitates the creation, storage, and sharing of information.
Which of the above statement(s) is/are correct?
(A) a and b only
(B) c and e only
(C) a, b, and d only
(D) c, d, and e only

115. A negative effect of Computer-Mediated Communication can be information overload. This refers to:
(A) The high cost associated with accessing the internet.
(B) The slow speed of data transmission in certain areas.
(C) The difficulty in processing the large volume of messages and data received.
(D) The physical weight of computer equipment.

116. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Digitisation has led to media convergence.
Reason (R): When different forms of media (text, audio, video) are converted into a common digital format, they can be processed and delivered through a single device or network.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

117. Arrange the following actions in a logical sequence of the digital media process.
a. Consumption (viewing on a device)
b. Production (shooting a video)
c. Distribution (uploading to a server)
d. Post-production (editing the video)
(A) a, b, c, d
(B) b, d, c, a
(C) d, c, b, a
(D) c, a, d, b

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118. The ability of a social network user to control who can see their profile and posts relates to the concept of:
(A) Monetization
(B) Privacy settings
(C) Network infrastructure
(D) Virality

119. A defining feature of modern social networking is the "news feed" or "timeline," which is:
(A) A chronological list of all posts made by all users on the platform.
(B) A professional news report created by the platform's owners.
(C) A private messaging inbox.
(D) An algorithmically curated stream of content from a user's connections and followed pages.

120. In the context of the economics of web-enabled media, "disruptive innovation" refers to:
(A) An innovation that creates a new market and network, eventually disrupting an existing market.
(B) An innovation that improves a product in specific ways that the market expects.
(C) The act of deliberately breaking a website or online service through physical means.
(D) A failed business model that disrupts the internal finances of the company.

121. Why is audience data so valuable in the commerce of web-enabled media?
(A) It allows platforms to charge users higher subscription fees.
(B) It can be sold to governments for surveillance purposes.
(C) It enables targeted advertising, which is more effective and commands higher prices.
(D) It helps in designing more aesthetically pleasing websites.

122. Given below are two statements:

Statement I: The rise of mobile media consumption has forced media companies to think about "responsive design."
Statement II: Responsive design ensures that a website's layout adapts to different screen sizes, providing a good user experience on desktops, tablets, and smartphones.
(A) Both Statement I and Statement II are true, and Statement II explains the concept mentioned in Statement I.
(B) Both Statement I and Statement II are true, but they are unrelated.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

123. A journalist using a smartphone to conduct a live video broadcast from a news event is an example of mobile adaptation by media, leveraging:
(A) Traditional satellite uplink trucks.
(B) The phone's ability to store contacts.
(C) The phone's built-in calculator.
(D) High-speed mobile data and live-streaming apps.

124. The ethical issue of 'clickbait' in new media refers to:
(A) The practice of paying users to click on ads.
(B) Using a sensationalized or misleading headline to entice users to click on a link.
(C) A security threat where clicking a link installs malware.
(D) A user interface design that makes links easy to click.

125. Which of the following is NOT a part of the core infrastructure pillars of the Digital India initiative?
(A) Digital Infrastructure as a Core Utility to Every Citizen
(B) Governance and Services on Demand
(C) Mandatory Use of a Single Designated Social Media Platform
(D) Digital Empowerment of Citizens

126. How can ICT in education help bridge the urban-rural divide in India?
(A) By encouraging rural students to migrate to cities for education.
(B) By focusing educational funding only on urban schools.
(C) By banning the use of technology in urban schools to create a level playing field.
(D) By providing access to high-quality teachers and resources to students in remote areas via the internet.

127. A government website that allows citizens to track the status of their passport application online is an example of:
(A) G2C (Government to Citizen) e-governance.
(B) G2B (Government to Business) e-governance.
(C) G2G (Government to Government) e-governance.
(D) C2G (Citizen to Government) e-governance.

128. What is the role of a "render farm" in 3D animation production?
(A) It is a place where animation concepts are grown.
(B) It is a collection of computers used to process and generate the final high-quality images from the 3D models.
(C) It is the department responsible for creating the initial character sketches.
(D) It is a software program for creating 3D models.

129. The difference between a GIF and a full-fledged animation is often a matter of:
(A) The use of color vs. black and white.
(B) The lack of sound and lower frame rate/ fewer frames in a GIF.
(C) The fact that GIFs cannot be viewed on computers.
(D) The fact that GIFs are always 3D.

130. Consider the following statements regarding animation:
a. 3D animation models are built on X, Y, and Z axes.
b. 2D animation only uses the X and Y axes.
c. Stop motion is a type of computer-generated animation.
d. Keyframes are less important than in-between frames.
Which of the above statement(s) is/are correct?
(A) c and d are correct.
(B) a and d are correct.
(C) a and b are correct.
(D) b and c are correct.

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d. It has created new forms of interactive media.

Which of the above statement(s) is/are correct?
(A) a, b, and d only
(B) a, c, and d only
(C) b and c only
(D) All of the above

148. The defining characteristic of "media" within the term ICT is its role in:
(A) Performing mathematical calculations.
(B) Managing network hardware and protocols.
(C) Writing computer software code.
(D) Conveying information or content to an audience.

149. An effect of Computer-Mediated Communication is "hyperpersonal communication," which suggests that:
(A) CMC is always less personal and intimate than face-to-face communication.
(B) People are always dishonest and misrepresent themselves online.
(C) In some cases, online relationships can become more intimate and socially desirable than face-to-face ones.
(D) Communication via computer is only suitable for impersonal, business-like messages.

150. Digitisation facilitates media convergence because:
(A) Digital signals are stronger than analog signals.
(B) All content, regardless of origin (text, audio, video), is reduced to the common language of binary data.
(C) The government mandates that all media companies must merge.
(D) Digital devices are less expensive to manufacture.

151. Which of the following is the best description of a "social networking" platform?
(A) A service for broadcasting television shows and feature films over the public internet.
(B) A specific piece of software used for editing complex documents and spreadsheets.
(C) An online commercial marketplace or store used for the purpose of purchasing daily groceries.
(D) An online service that facilitates the building of social relations among people with shared interests.

152. The business model of many social networking sites depends on the "network effect," which means:
(A) The service becomes more valuable to its users as more people join and use it.
(B) The network's speed decreases as more people use it.
(C) The company's value is based on the physical computer networks it owns.
(D) The service is only useful for networking professionals.

153. A freelance photographer posts her portfolio on Instagram. A magazine sees her work and hires her for a project. This is an example of social networking being used for:
(A) Spreading misinformation.
(B) Political activism.
(C) Professional visibility and opportunity.
(D) E-governance.

154. What is the primary difference between e-commerce and the economics of web-enabled media?
(A) E-commerce involves selling physical or digital goods, while web-media economics is about monetizing content and attention.
(B) E-commerce only happens on desktop computers, while web media is mobile-only.
(C) There is no difference; the terms are interchangeable.
(D) E-commerce is always non-profit, while web media is always for-profit.

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155. Given below are two statements:
Statement I: The shift to web-enabled media has created a "creator economy" where individual content producers can earn a living directly from their audience.
Statement II: Platforms like YouTube, Substack, and Patreon allow creators to monetize their work through ad revenue sharing, paid subscriptions, and direct donations.
(A) Both Statement I and Statement II are true, and Statement II provides examples supporting Statement I.
(B) Both Statement I and Statement II are true,

of Statement I.
(B) Both Statement I and Statement II are true, but Statement II is not the correct explanation of Statement I.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

139. A news organization that creates short, vertically-oriented videos with large text captions specifically for platforms like Instagram Reels or TikTok is demonstrating:
(A) A disregard for mobile users.
(B) A failure in mobile adaptation.
(C) A focus on long-form, text-based journalism.
(D) An effective strategy of mobile adaptation by tailoring content for the platform.

140. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): New generation telephony, like VoIP, has reduced the cost of international communication for many users.
Reason (R): VoIP transmits calls as data over the internet, bypassing the traditional per-minute charges of international telephone carriers.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

141. The use of digital technology to create a fake video where a person is made to say or do something they never did is a serious ethical issue known as:
(A) Rotoscoping
(B) A GIF
(C) A deepfake
(D) A storyboard

142. A significant benefit of e-governance for citizens is:
(A) The need to travel to multiple government offices for a single task.
(B) The creation of more complex and opaque government procedures.
(C) The elimination of all government services.
(D) The reduction of corruption by minimizing face-to-face interactions between citizens and officials.

143. Which of the following is an example of online media being used for e-governance?
(A) A government ministry using its official Twitter handle to disseminate information during a crisis.
(B) A citizen writing a physical letter to the editor of a newspaper.
(C) A government official making a speech on the radio.
(D) The printing of a new set of tax forms.

144. The National Mission on Education through ICT (NMEICT) in India aims to:
(A) Provide every student in India with a free laptop.
(B) Leverage ICT to make education more accessible and to improve the quality of learning.
(C) Replace all textbooks with a single e-book.
(D) Focus only on teaching computer science as a subject.

145. In 3D animation, the process of adding a digital "skeleton" or "rig" to a character model is done to:
(A) Make the model look like a skeleton.
(B) Control the model's movement and make it posable.
(C) Define the character's surface texture.
(D) Calculate the final rendering time.

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146. Which of these is an example of 2D computer animation?
(A) An animated web series created using software like Adobe Animate (formerly Flash).
(B) A feature film created using CGI, like 'Toy Story'.
(C) A claymation short film.
(D) A flipbook created with a notepad and pen.

147. Consider the following statements about ICT's impact on media:
a. It has lowered the barrier to entry for content creation.
b. It has enabled global distribution at a low cost.
c. It has eliminated the role of professional journalists.

for all forms of communication.

78. Arrange the following communication technologies in the order of their emergence.
a. Public internet access
b. Telegraph
c. Broadcast Television
d. Smartphone
(A) b, c, a, d
(B) a, b, c, d
(C) b, a, c, d
(D) c, b, a, d

79. Digitisation has impacted the music industry by:
(A) Shifting the primary revenue source from physical sales (CDs) to streaming and digital downloads.
(B) Making music impossible to copy.
(C) Increasing the dominance of a few large record labels.
(D) Eliminating live music performances.

80. A primary function of a social networking site is to:
(A) Provide a platform for anonymous communication only.
(B) Allow users to construct a profile and connect with other users.
(C) Sell tangible goods directly to consumers.
(D) Offer professional software for video editing.

81. Consider the following statements about social networking:
a. They are monolithic, with every platform offering the exact same features.
b. They can be a powerful tool for social and political mobilization.
c. User activity on these platforms generates data that is often monetized.
d. They operate outside the legal jurisdiction of any country.
e. They have no negative psychological effects on users.
Which of the above statement(s) is/are correct?
(A) a and e only
(B) d and e only
(C) a and d only
(D) b and c only

82. The term "Web 2.0," often associated with the rise of social networking, emphasizes:
(A) Interactivity, user-generated content, and collaboration.
(B) Static, read-only web pages.
(C) The initial development of the internet's technical protocols.
(D) The use of the internet for one-way information broadcast only.

83. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Social networking platforms have accelerated the news cycle.
Reason (R): Events can be reported in real-time by eyewitnesses, often bypassing traditional news organizations' editing and verification processes.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

84. In the commerce of web-enabled media, what does "CPC" stand for?
(A) Cost Per Conversion
(B) Content Production Cost
(C) Customer Purchase Cycle
(D) Cost Per Click

85. Which of the following is NOT a common revenue model for web-enabled media?
(A) Advertising
(B) Subscription
(C) Barter System (trading content for goods)
(D) E-commerce (selling merchandise)

86. Match the items in List I with those in List II regarding web media economics.
List I: (Term)
P. Paywall
Q. Ad Blocker
R. Monetization
S. Traffic
List II: (Description)
1. The process of converting website activity into revenue.
2. The number of visitors a website receives.
3. A feature that prevents users from accessing content without payment.

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but they are unrelated concepts.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

156. The term "podcast" is a portmanteau of "iPod" and "broadcast" and refers to:
(A) A live video stream.
(B) An episodic series of digital audio files that a user can download to a personal device for easy listening.
(C) A short, looping video clip.
(D) A text-based blog.

157. From an ethical standpoint, the collection and use of personal data by new media platforms raise significant concerns about:
(A) Copyright
(B) Plagiarism
(C) Privacy and surveillance
(D) Defamation

158. Consider the following statements about ethics and new media:
a. The speed of online communication eliminates the need for fact-checking.
b. Anonymity can foster irresponsible and harmful behavior like trolling.
c. Digital manipulation of images and videos poses a threat to authenticity.
d. Copyright laws do not apply to content published on the internet.
e. All information found on social media is inherently trustworthy.
Which of the above statement(s) is/are correct?
(A) a and d only
(B) d and e only
(C) b and c only
(D) a, d, and e only

159. The goal of using ICT in development, particularly in a country like India, is often to:
(A) Promote inclusive growth and empower citizens.
(B) Increase the gap between the rich and the poor.
(C) Encourage traditional and inefficient practices.
(D) Limit access to global information and markets.

160. An e-governance portal that allows businesses to apply for licenses, file taxes, and comply with regulations online is an example of a _____ service.
(A) Government-to-Citizen (G2C)
(B) Government-to-Business (G2B)
(C) Government-to-Government (G2G)
(D) Government-to-Employee (G2E)

161. In 3D animation, the process of applying colors, patterns, and surface properties to a model is called:
(A) Rigging
(B) Texturing
(C) Keyframing
(D) Animating

162. The persistence of vision is a phenomenon of the eye that is a key principle behind:
(A) Animation and motion pictures.
(B) The internet's functioning.
(C) Social networking.
(D) E-commerce.

163. Which of the following is a characteristic of ICT?
(A) It is primarily composed of non-electronic, mechanical devices.
(B) It is characterized by slow, one-way information flow.
(C) It enables interactivity, integration of different media, and fast processing.
(D) It is a static set of technologies that has not changed in 50 years.

164. "Asynchronous communication" in the context of CMC means:
(A) All participants must be online and interacting at the same time.
(B) The communication is out of sync and fails to be delivered.
(C) The communication uses analog signals.
(D) Participants can send and receive messages at different times (e.g., email).

165. The impact of ICT on the role of the media audience has been to transform them from passive consumers to:
(A) Oblivious bystanders
(B) Paying subscribers only
(C) Active participants and content creators

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(D) Eliminating all forms of advertising.

186. Which statement incorrectly describes social networking?
(A) All social networking sites have the same features and user base.
(B) It allows users to maintain and build social capital.
(C) It is a platform for user-generated content.
(D) It can be used for both personal and professional purposes.

187. "Pay-per-click" (PPC) is an advertising model in web commerce where:
(A) The advertiser pays the publisher whenever an ad is viewed.
(B) The user pays the advertiser to view an ad.
(C) The publisher pays the user to click on an ad.
(D) The advertiser pays the publisher only when the ad is clicked.

188. "Mobile adaptation" by media is crucial because:
(A) Mobile devices offer larger screens than televisions.
(B) A growing percentage of the audience consumes media primarily on mobile devices.
(C) Mobile networks are inherently more secure than wired networks.
(D) Government regulations mandate a mobile-only approach.

189. Which of the following represents a significant ethical problem in the new media landscape?
(A) The existence of fact-checking organizations.
(B) The use of hyperlinks to cite sources.
(C) The rapid and unchecked spread of misinformation and disinformation.
(D) The ability for users to comment on news articles.

190. Given below are two statements:
Statement I: E-governance aims to make government administration more transparent.
Statement II: By putting processes and data online, e-governance can make it easier for citizens to see how decisions are made and how public funds are spent.
(A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
(B) Both Statement I and Statement II are true but Statement II is not the correct explanation of Statement I.
(C) Statement I is true but Statement II is false.
(D) Statement I is false but Statement II is true.

191. One of the main concepts behind 2D animation is:
(A) Creating movement in a flat, two-dimensional space.
(B) The use of three-dimensional models.
(C) Manipulating physical puppets frame by frame.
(D) The necessity of a virtual camera.

192. Consider the following ICT components:
a. Hardware (computers, phones)
b. Software (applications, OS)
c. Networks (internet, mobile)
d. Data (information, content)
e. People (users, creators)
Which of the above statement(s) correctly represents the ecosystem of ICT?
(A) a and b only
(B) a, b, and c only
(C) c and d only
(D) a, b, c, d, and e are all integral parts

193. The effect of computer-mediated communication on language can be seen in the emergence of:
(A) A stricter adherence to formal grammar in all online contexts.
(B) New words, acronyms (e.g., LOL), and the use of emoticons/emojis.
(C) The complete abandonment of written language in favor of video.
(D) A decrease in the overall vocabulary of users.

194. The impact of ICT on the newspaper industry is best described as:
(A) Disruptive, causing a decline in print circulation and advertising but opening new digital opportunities.
(B) Universally positive, leading to increased revenues for all papers.
(C) Minimal, with the industry remaining largely unchanged.
(D) Forcing all newspapers to cease printing and go online only.

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b. The ability to communicate across vast geographical distances.
c. The creation of online communities based on shared interests.
d. The potential for misunderstandings due to lack of tone.

Which of the above statement(s) is/are correct?
(A) a and b only
(B) c and d only
(C) a, b, c, and d
(D) a and c only

175. The term 'Digitisation' in the context of media refers to:
(A) The process of converting analog signals or information into a binary format.
(B) The act of watching digital television.
(C) The study of human digits and their use in technology.
(D) The economic impact of digital goods.

176. Which of these is a characteristic of social networking?
(A) It is always anonymous.
(B) It is a one-way broadcast medium.
(C) It is only used for professional purposes.
(D) It is based on connections between user profiles.

177. The economic model where an online newspaper allows a user to read three articles for free per month before requiring a paid subscription is known as a:
(A) Hard paywall
(B) Metered paywall
(C) Advertising model
(D) Donation model

178. What does "new generation telephony" primarily leverage for communication?
(A) Internet Protocol (IP) networks
(B) Dedicated copper wires
(C) Analog radio waves
(D) Postal services

179. A key challenge for new media organizations is balancing the speed of reporting with the need for:
(A) High profits
(B) A large number of clicks
(C) Accuracy and verification
(D) Sensationalism

180. The use of ICT in development in India is exemplified by the JAM trinity (Jan Dhan-Aadhaar-Mobile), which aims to:
(A) Promote animation films.
(B) Regulate social media content.
(C) Provide vocational training in IT.
(D) Facilitate direct benefit transfers and financial inclusion.

181. Online media can enhance e-governance by:
(A) Increasing the opacity of government decisions.
(B) Restricting access to government services.
(C) Providing a platform for public debate and feedback on policies.
(D) Disseminating only government-approved information.

182. A sequence of static images displayed in rapid succession to create the illusion of movement is the core concept of:
(A) E-commerce
(B) Animation
(C) Social networking
(D) E-governance

183. In animation, 'tweening' is the process of generating intermediate frames between:
(A) Two different characters
(B) The storyboard and the final render
(C) The script and the audio recording
(D) Two keyframes

184. ICT's role in media can be defined by its ability to affect:
(A) The entire lifecycle of media: production, distribution, and consumption.
(B) Only the production of content.
(C) Only the distribution of content.
(D) Only the consumption of content.

185. A key impact of ICT on traditional mass media business models is:
(A) Strengthening the monopoly of print newspapers.
(B) Making media production prohibitively expensive for everyone.
(C) The unbundling of content (e.g., buying a single song instead of a whole album).

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224. A key characteristic of social networking sites is that they are structured around:
(A) The content
(B) The user and their connections
(C) The advertisers
(D) The technology

225. "Affiliate marketing" is a web commerce model where a media site:
(A) Sells its own branded products.
(B) Earns a commission by referring visitors to another site to make a purchase.
(C) Relies solely on banner advertising.
(D) Charges a subscription fee for access.

226. The shift of media consumption to mobile devices has led to the importance of "glanceable" content. This means content should be:
(A) Easily and quickly understood, often through visuals and brief text.
(B) Long, detailed, and require deep concentration.
(C) Available only in audio format.
(D) Printed in a very large font.

227. The ethical concern that algorithmic feeds on social media can create "echo chambers" relates to the idea that they:
(A) Expose users to a wide variety of diverse viewpoints.
(B) Are designed to be completely random and unpredictable.
(C) Isolate users by showing them content that reinforces their existing beliefs.
(D) Prioritize content from verified, neutral news sources.

228. In India, the Common Services Centres (CSCs) are an example of ICT for development, acting as:
(A) Entertainment and gaming parlors.
(B) High-end computer training institutes for animation.
(C) Government-run printing presses.
(D) Access points for delivering essential public utility services, social welfare schemes, and e-governance services.

229. Which of the following is a primary concept in 3D animation?
(A) Drawing on transparent cels.
(B) Photographing clay models.
(C) The manipulation of virtual objects in a three-dimensional space with a virtual camera.
(D) Tracing over live-action footage.

230. A flipbook provides a simple, tangible example of the animation concept of:
(A) 3D modeling
(B) Persistence of vision and frame-by-frame progression
(C) Rendering
(D) Rigging

231. The term ICT is a compound term. The 'C' for 'Communication' emphasizes the role of technology in:
(A) Computation and processing.
(B) The storage of data.
(C) The creation of hardware.
(D) The transmission and exchange of information.

232. An impact of ICT on mass media is "audience fragmentation." This means:
(A) The mass audience has splintered into smaller niche groups with specific interests.
(B) The entire audience now watches a single media channel.
(C) Audiences are physically breaking their television sets.
(D) Media companies are ignoring their audiences.

233. The ability to "tag" a person in a photo on a social networking site is an example of:
(A) Deleting a person from a photo.
(B) Monetizing the photo through advertising.
(C) Linking a piece of content to a user's profile.
(D) Claiming copyright over the photo.

234. In the commerce of web-enabled media, the phrase "content is king, but distribution is queen" implies that:
(A) High-quality content is important, but getting it in front of the right audience is equally crucial.
(B) Distribution is more important than the content itself.
(C) The quality of content does not matter at all.
(D) Only media related to royalty is successful.

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195. Which of the following statements about social networking is incorrect?
(A) It can facilitate the creation of both strong and weak social ties.
(B) It relies on the concept of a user profile representing an individual or entity.
(C) The information shared is always factual and verified.
(D) It enables rapid dissemination of information to a large network.

196. The economic model that underpins services like Netflix or Spotify is primarily:
(A) Advertising-based
(B) Pay-per-item
(C) Donation-based
(D) Subscription-based

197. Mobile journalism (MoJo) offers the advantage of:
(A) High production costs and logistical complexity.
(B) The need for a large production crew.
(C) A slow, deliberate reporting process.
(D) Immediacy and the ability to report from anywhere with a mobile signal.

198. The ethical principle of 'accountability' in new media means that:
(A) Users should be able to post content anonymously without any consequences.
(B) Journalists and media organizations should take responsibility for their work, including correcting errors.
(C) All media content should be profitable.
(D) Media platforms are not responsible for the content posted by their users.

199. A primary goal of ICT for development in India is to bridge the:
(A) "Taste gap" between different generations.
(B) "Time zone gap" between different parts of the country.
(C) "Fashion gap" between urban and rural areas.
(D) "Digital divide" between those with and without access to technology.

200. Match the items in List I with those in List II concerning animation concepts.
List I: (Term)
P. Keyframe
Q. In-between
R. Frame Rate
S. Storyboard
List II: (Definition)
1. A drawing that exists between two keyframes.
2. A visual script of the animation, made of thumbnail images.
3. A drawing that marks the start or end of a movement.
4. The number of frames displayed per second.
Choose the correct option from the following:
(A) P-3, Q-1, R-4, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-3, R-2, S-1
(D) P-2, Q-4, R-1, S-3

201. Which of the following is the most accurate definition of "media" in the context of ICT?
(A) The physical devices used for communication.
(B) The software applications running on a computer.
(C) The plural of medium; channels or tools used to store and deliver information or data.
(D) The social networking platforms.

202. The phenomenon where an individual's online communication is more self-disclosing and open than in face-to-face encounters is an effect of CMC known as:
(A) Online disinhibition effect
(B) Information overload
(C) Digital divide
(D) Network effect

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203. Digitisation's impact on photography has led to:
(A) The complete disappearance of professional photographers.
(B) A longer and more complicated process for developing photos.
(C) A decrease in the number of photos taken worldwide.
(D) The ability to instantly view, edit, and share photos without the need for film or chemical processing.

245. An ICT-based development project in India that uses Aadhaar-linked biometrics for distributing food rations aims to:
(A) Increase the complexity of the process.
(B) Limit the amount of food people can receive.
(C) Reduce leakages and corruption in the Public Distribution System.
(D) Test the biometric technology for commercial use.

246. In animation, the term 'pose-to-pose' refers to a method where the animator:
(A) Draws every single frame in sequence from start to finish.
(B) Draws the key poses (keyframes) first and then draws the in-between frames.
(C) Only animates the character's hands.
(D) Uses a live model to pose for every frame.

247. What is a "digital native"?
(A) A software program that is native to a particular operating system.
(B) An indigenous person who uses digital technology for cultural preservation purposes.
(C) The first historical person to ever use a computer for academic research.
(D) A person who was born or brought up during the age of digital technology.

248. The impact of ICT on media has led to a shift from a 'gatekeeper' model to a 'gatewatcher' model, where the media's role is increasingly to:
(A) Monitor the vast flow of information online and help the public make sense of it.
(B) Block all information from reaching the public.
(C) Only report on events happening at physical gates.
(D) Watch for government censorship.

249. Which of the following is NOT a primary source of revenue in the commerce of web-enabled media?
(A) Targeted advertising
(B) Paid subscriptions
(C) Government taxes on internet usage
(D) E-commerce and merchandise sales

250. The development of 5G telephony is significant for media because it promises:
(A) To provide the bandwidth and low latency required for high-quality streaming, AR, and VR media experiences.
(B) To make mobile phones obsolete.
(C) To be slower but more reliable than 4G.
(D) To work only for voice calls.

Direction : Please read the following source carefully.

Information and Communication Technology (ICT) and media are intrinsically linked concepts that have redefined the landscape of modern communication. ICT can be broadly defined as an umbrella term that includes any communication device or application, encompassing radio, television, cellular phones, computer and network hardware and software, satellite systems, as well as the various services and applications associated with them, such as video-conferencing and distance learning. The core characteristics of ICT include its unprecedented speed in transmitting information, vast global reach, and a high degree of interactivity, which transforms passive audiences into active users. The fundamental role of ICT in the context of media is one of convergence and transformation. It facilitates the merging of traditional media forms (print, broadcast) with digital platforms, creating a hybrid media environment. This transformative role also extends to democratizing content creation and dissemination, thereby challenging the conventional top-down model of mass communication. By providing tools that are accessible and relatively inexpensive, ICT empowers individuals and groups to produce and share their own media content, fundamentally altering the power dynamics within the information ecosystem and fostering a more participatory culture. This shift necessitates a re-evaluation of traditional media theories and practices, as the lines between producers and consumers become increasingly blurred.

Based on the above source, attempt the following five questions.

251. According to the paragraph, which of the following best defines the scope of ICT?
(A) It is exclusively limited to computer hardware and software applications.
(B) It encompasses a wide range of communication devices and applications,

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(B) Faster message transmission.
(C) Potential misunderstandings and misinterpretation of tone.
(D) Lower costs of communication.

214. The term 'Social Networking' is defined by:
(A) The hardware used to connect to the internet.
(B) The practice of using online platforms to build and maintain social relationships.
(C) The software used for word processing.
(D) The economic transactions between users.

215. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The economics of web-enabled media are often based on a "freemium" model.
Reason (R): This model attracts a large user base with a free offering, and then converts a small percentage of those users into paying customers for premium features.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

216. 'Vodcasting' (or video podcasting) is a form of mobile adaptation by media that involves:
(A) Distributing episodic video content in a downloadable or streamable format for mobile devices.
(B) Broadcasting live television over the airwaves.
(C) Creating text-only news summaries for SMS.
(D) Printing QR codes in newspapers.

217. A core ethical principle for journalists using new media is to be transparent about corrections. This means:
(A) Deleting erroneous articles without a trace.
(B) Blaming the source for providing wrong information.
(C) Acknowledging errors publicly and providing correct information promptly.
(D) Ignoring errors in the hope that no one notices.

218. An example of ICT in education for development in India is the e-Pathshala initiative, which provides:
(A) Access to digital textbooks and e-resources through a mobile app.
(B) Free laptops to every student.
(C) Vocational training in agriculture.
(D) A platform for online gaming.

219. Online media's role in e-governance is NOT:
(A) To disseminate information about government schemes.
(B) To provide a platform for citizen grievances.
(C) To act as a watchdog and ensure government accountability.
(D) To create and enforce laws and regulations.

220. The concept of "squash and stretch" is a fundamental principle of animation used to:
(A) Determine the color palette of a character.
(B) Give a sense of weight, volume, and flexibility to an object.
(C) Calculate the frames per second.
(D) Manage the production budget.

221. The term "CGI" in the context of animation stands for:
(A) Cartoon Graphic Imagery
(B) Creative Graphic Interface
(C) Computer-Generated Imagery
(D) Cel-Generated Illustration

222. The process of "digitisation" fundamentally changes media content by:
(A) Making it tangible and physical.
(B) Increasing its quality every time it is copied.
(C) Restricting its access to a single device.
(D) Converting it into a series of 1s and 0s (binary code).

223. What primary role has ICT played in the transformation of mass media?
(A) It has enabled interactivity, personalization, and user participation.
(B) It has reinforced the one-to-many broadcast model.
(C) It has made media production more centralized and controlled.
(D) It has decreased the speed and reach of information.

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204. "Citizen journalism" is a phenomenon, heavily influenced by social networking and mobile ICT, where:
(A) Only professionally trained journalists are allowed to report news in formal contexts.
(B) Ordinary citizens play an active role in collecting, reporting, analyzing, and disseminating news.
(C) The government dictates what news can be reported by citizens to ensure national security.
(D) All news is required to be about citizenship and the specific duties of the local community.

205. In the economics of web-enabled media, a "conversion" typically refers to:
(A) A user converting a file from one format to another.
(B) A user converting from a skeptic to a believer in a brand.
(C) A user performing a desired action, such as making a purchase or signing up for a newsletter.
(D) A website converting its design from old to new.

206. Which of the following is a primary benefit of new generation telephony (like VoIP) for media organizations?
(A) It increases reliance on outdated hardware.
(B) It limits communication to voice-only channels.
(C) It is less reliable than traditional phone lines.
(D) It allows for cost-effective and integrated communication solutions (voice, video, messaging) for global teams.

207. Which statement best represents an ethical consideration in the use of user-generated content (UGC) by a media house?
(A) Media houses should seek permission and provide proper attribution when using UGC.
(B) UGC is in the public domain and can be used without any restrictions.
(C) The authenticity and accuracy of UGC should be assumed without verification.
(D) Media houses should pay a large sum for any piece of UGC they use.

208. The 'e' in e-governance stands for 'electronic', signifying a governance model that is:
(A) Exclusive and only for the elite.
(B) Technology-driven, efficient, and aims for wider reach.
(C) Expensive and difficult to implement.
(D) Entirely run by engineers.

209. The use of an online platform like 'MyGov.in' in India for policy feedback and suggestions is an example of:
(A) The failure of e-governance.
(B) Online media facilitating participatory governance.
(C) A government-run social network for entertainment.
(D) A purely commercial enterprise.

210. What is a key difference between 2D animation and stop-motion animation?
(A) 2D animation is drawn, while stop-motion uses physical objects.
(B) 2D animation is always in black and white.
(C) Stop-motion does not use a camera.
(D) There is no difference; they are the same technique.

211. In 3D animation, the process of creating the 3D object or character is called:
(A) Rendering
(B) Modeling
(C) Tweening
(D) Rotoscoping

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212. Consider the following characteristics of ICT:
a. Facilitates rapid communication.
b. Allows for storage and retrieval of data.
c. Is limited to telephone communication only.
d. Integrates various forms of media.
e. Is a static technology with no evolution.
Which of the above statement(s) is/are correct?
(A) c and e only
(B) a, b, and d only
(C) a, c, and e only
(D) b, c, and d only

213. The lack of non-verbal cues (like facial expressions and body language) in text-based Computer-Mediated Communication is a primary cause for:
(A) Increased clarity and understanding.

235. The ethical dilemma of the "digital divide" relates to:
(A) The conflict between different software companies.
(B) The line between ethical and unethical online behavior.
(C) The separation of data into packets for internet transmission.
(D) The inequity between those who have access to ICT and its benefits and those who do not.

236. For a media organization, what is a key advantage of new generation telephony (like enterprise VoIP systems)?
(A) It requires purchasing new, proprietary hardware for every employee.
(B) It allows for unified communications, integrating voice calls, video conferencing, and messaging for reporters and staff globally.
(C) It is significantly more expensive than traditional phone systems.
(D) It isolates each communication channel, preventing integration.

237. The 'DigiLocker' service in India is an example of an e-governance initiative that uses ICT to:
(A) Offer online courses on animation.
(B) Function as a social media platform for government employees.
(C) Provide a platform for citizens to store and share official documents digitally.
(D) Sell government-owned assets.

238. In animation, 'timing' refers to:
(A) The time of day an animator works.
(B) The release date of the animated film.
(C) The length of the final animation in minutes.
(D) The number of frames used for a particular action, which affects the speed and personality of the movement.

239. Which animation technique is NOT primarily digital?
(A) Traditional Cel Animation
(B) 3D CGI
(C) 2D vector animation
(D) Motion graphics created in Adobe After Effects

240. The defining feature of "Computer-Mediated Communication" is that the communication is:
(A) Always face-to-face.
(B) Always spoken.
(C) Mediated through a technological device, typically a computer or networked device.
(D) Always asynchronous.

241. Consider the following statements regarding the digitisation of media:
a. Easy, perfect copying of content.
b. Convergence of different media types.
c. Non-linear editing.
d. Global, instantaneous distribution via the internet.
Which of the above statement(s) is/are correct?
(A) a and b only
(B) c and d only
(C) a, b, c, and d
(D) a and d only

242. "Going viral" on social networks is an example of what kind of communication model?
(A) A networked, many-to-many diffusion model.
(B) A highly controlled, top-down broadcast model.
(C) A one-to-one interpersonal model.
(D) A linear, non-interactive model.

243. The primary reason a media company would develop a mobile app in addition to a mobile-friendly website is to:
(A) Avoid being listed on search engines.
(B) Provide a slower, less convenient experience.
(C) Have a more direct relationship with the user, using features like push notifications.
(D) Increase their website's hosting costs.

244. The ethical issue of 'astroturfing' in new media refers to:
(A) Reviewing garden and lawn care products online.
(B) Using satellite imagery in news reports.
(C) A method of animation that simulates grass growing.
(D) The practice of creating a fake grassroots movement online to promote a product or political agenda.

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(D) Regulated government agents

166. Match the items in List I with those in List II regarding social media types.
List I: (Platform Type)
P. Social Network
Q. Media Sharing
R. Microblogging
S. Collaborative Project
List II: (Primary Function)
1. Short, frequent posts and updates (e.g., Twitter)
2. Creating and editing content with a community (e.g., Wikipedia)
3. Connecting with people and managing a profile (e.g., Facebook)
4. Sharing photos and videos (e.g., Instagram, YouTube)
Choose the correct option from the following:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-1, S-2
(C) P-4, Q-1, R-2, S-3
(D) P-2, Q-3, R-4, S-1

167. A primary driver of the economics of web-enabled media is the collection of user data. What is the main purpose of this data collection?
(A) To improve the grammatical quality of user posts.
(B) To ensure all users have the same online experience.
(C) To fulfill government-mandated data storage requirements.
(D) To enable highly targeted and personalized advertising.

168. A podcast that discusses the latest trends in mobile journalism is an example of:
(A) Mobile adaptation of content format.
(B) A failure to understand new media.
(C) Traditional print media.
(D) E-governance.

169. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The proliferation of new media has raised complex ethical questions about copyright.
Reason (R): Digital technology makes it trivially easy to copy and distribute content, often without the permission of the rights holder.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

170. Which of the following is a key objective of using ICT in the education system of a developing country like India?
(A) To increase equity and access to quality education.
(B) To promote rote learning.
(C) To limit the curriculum to technology-related subjects only.
(D) To create a dependency on foreign technology.

171. A citizen using an online portal to file a complaint about a broken streetlight is engaging in:
(A) E-commerce
(B) Social networking
(C) Animation
(D) C2G (Citizen-to-Government) e-governance

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172. The final step in the 3D animation process, where the computer calculates and generates the final images from the prepared scene, is called:
(A) Modeling
(B) Rendering
(C) Rigging
(D) Storyboarding

173. Arrange the following animation production steps in the correct chronological order.
a. Rendering
b. Modeling
c. Storyboarding
d. Texturing and Rigging
(A) c, b, d, a
(B) a, b, c, d
(C) b, d, a, c
(D) c, a, b, d

174. Consider the following statements regarding the effects of computer-mediated communication:
a. A reduction in non-verbal cues compared to face-to-face interaction.

from traditional radio to modern network systems.
(C) It primarily refers to satellite systems and video-conferencing technologies.
(D) It is defined as the services and applications associated with the internet, such as distance learning.

252. Which characteristic of ICT is primarily responsible for changing the audience's relationship with media from passive to active?
(A) Interactivity
(B) Speed
(C) Reach
(D) Convergence

253. What is described as the fundamental transformative role of ICT on media?
(A) Reinforcing the dominance of traditional broadcast media.
(B) Separating print media from digital platforms to maintain their integrity.
(C) Enabling the convergence of different media forms and democratizing content creation.
(D) Increasing the cost and complexity of media production for individuals.

254. Based on the text, what is a significant consequence of ICT's role in democratizing content creation?
(A) The professional standards of media production have universally improved.
(B) Traditional media outlets have ceased to exist.
(C) Audiences have become completely passive consumers of information.
(D) The conventional top-down model of mass communication is challenged.

255. The paragraph suggests that the blurring of lines between media producers and consumers necessitates a re-evaluation of which of the following?
(A) The economic models of telecommunication companies.
(B) The technical standards of computer hardware.
(C) The traditional theories and practices of media.
(D) The legal frameworks governing satellite transmissions.

Direction : Please read the following source carefully.

Computer-Mediated Communication (CMC) represents a significant paradigm shift in human interaction, fundamentally altering social and professional exchanges. It refers to any form of communication between two or more individuals who interact and/or influence each other via separate computers through the internet or a network connection. A key analytical distinction within CMC is between synchronous and asynchronous modalities. Synchronous CMC, such as instant messaging or live video-conferencing, occurs in real-time, demanding simultaneous participation. In contrast, asynchronous CMC, like email or forum posts, involves a time lag between the sending and receiving of messages, allowing for more deliberate and edited responses. One of the most studied effects of CMC is the reduction of non-verbal cues (e.g., facial expressions, tone of voice, body language), which can lead to misinterpretations. However, this absence can also have liberating effects, reducing social anxiety and focusing the interaction on the content of the message itself. This can foster a phenomenon known as hyperpersonal communication, where individuals, free from the physical-world inhibitions, develop more intense and idealized relationships online than they would face-to-face. The impact of CMC is therefore dual-natured, creating both challenges in relational clarity and opportunities for new forms of connection and self-presentation.

Based on the above source, attempt the following five questions.

256. Which of the following is the most accurate definition of Computer-Mediated Communication as described in the text?
(A) Any communication that uses a telephone or radio.
(B) Interaction between individuals via separate computers over a network.
(C) The process of broadcasting information from one source to many receivers.
(D) The use of software to create digital media content.

257. A university professor posts a question on a discussion forum, and students respond over

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the next two days. According to the paragraph, this is an example of:
(A) Synchronous CMC
(B) Hyperpersonal communication
(C) Non-verbal communication
(D) Asynchronous CMC

258. According to the paragraph, what is a potential negative effect of the reduction of non-verbal cues in CMC?
(A) A higher chance of misinterpreting the sender's intent.
(B) The development of idealized online relationships.
(C) An increased focus on the content of the message.
(D) A reduction in social anxiety during communication.

259. The concept of "hyperpersonal communication" is described as a phenomenon where:
(A) Communication is impersonal and lacks emotional depth.
(B) Individuals experience heightened social anxiety due to online exposure.
(C) Online relationships can become more intense than face-to-face ones.
(D) The exchange of information happens at an extremely high speed.

260. What does the passage infer about the overall impact of CMC?
(A) It has a dual impact, presenting both challenges and opportunities.
(B) It is exclusively beneficial for professional communication.
(C) It is a universally flawed and inferior mode of interaction.
(D) It primarily leads to social isolation and misunderstanding.

Direction : Please read the following source carefully.

The impact of ICT on mass media is most profoundly encapsulated by the process of digitisation. Digitisation is the technical process of converting information from an analog format into a digital one, represented by a series of binary numbers (ones and zeros). For mass media, this has meant the transformation of print text, photographic images, sound, and video into digital files. The primary impact of this conversion is that it makes media content device-agnostic and easily manipulable. Once a newspaper article or a television program is digitised, it can be stored, copied, and transmitted with perfect fidelity and consumed on a wide array of devices, from smartphones to laptops. This process has effectively dismantled the traditional silos that separated different media industries. A single digital file can contain text, audio, and video, leading to the convergence of media forms. Furthermore, digitisation enables non-linear consumption; unlike a traditional television broadcast with a fixed schedule, a user can access a digitised video file at any time, and can pause, rewind, or skip sections at will. This shift from scheduled, linear programming to on-demand, non-linear access represents a fundamental change in the power relationship between media distributors and consumers, granting the latter unprecedented control over their media consumption habits.

Based on the above source, attempt the following five questions.

261. What is the fundamental definition of digitisation provided in the paragraph?
(A) The process of broadcasting media content over the internet.
(B) The manufacturing of digital devices like smartphones and laptops.
(C) The creation of non-linear narratives for television programs.
(D) The conversion of analog information into a binary digital format.

262. A key impact of digitisation on media content is that it becomes:
(A) Permanently tied to a single type of device.
(B) Device-agnostic and easily manipulable.
(C) Degraded each time it is copied or transmitted.
(D) More difficult to store and access.

263. The paragraph suggests that digitisation leads to media convergence by:
(A) Reinforcing the separation between print, audio, and video industries.
(B) Requiring separate devices for each type of media content.
(C) Allowing different media forms to be

combined within a single digital file.
(D) Increasing the production costs for all media sectors.

264. How has digitisation changed media consumption patterns, according to the text?
(A) It has forced consumers to adhere to fixed broadcast schedules.
(B) It has limited media access to specific times of the day.
(C) It has reduced the consumer's control over how they watch content.
(D) It has enabled a shift from linear, scheduled viewing to non-linear, on-demand access.

265. What is the fundamental change in the power relationship between media distributors and consumers caused by digitisation?
(A) Consumers have been granted significantly more control over their consumption habits.
(B) Distributors have gained more control over content scheduling.
(C) The relationship has become more balanced, with neither party having control.
(D) Government regulators have assumed primary control over media distribution.

Direction : Please read the following source carefully.

Social networking has emerged as a dominant force within the digital media landscape, fundamentally restructuring social interaction and information diffusion. A social networking service is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds, or real-life connections. These platforms are characterized by their focus on the user profile as the central anchor of identity, the articulation of a public or semi-public list of social connections, and the ability to traverse these connections within the system. The primary function of social networking is not just one-to-one communication but one-to-many or many-to-many broadcasting, where users share updates, photos, and links with their entire network simultaneously. This architecture facilitates the rapid, viral spread of information, as content can be easily shared and re-shared across interconnected networks. Beyond personal connection, social networking sites have become critical platforms for political mobilization, brand marketing, community organizing, and citizen journalism. They create a "networked public sphere" where discussions can take place outside the confines of traditional media gatekeepers. However, this environment also raises concerns about privacy, the spread of misinformation, and the creation of echo chambers where users are only exposed to viewpoints that align with their own.

Based on the above source, attempt the following five questions.

266. What is the core purpose of a social networking service as described in the passage?
(A) To provide a platform for anonymous communication.
(B) To build social networks based on shared interests or connections.
(C) To facilitate the purchase and sale of goods online.
(D) To offer professional video editing and content creation tools.

267. Which of the following is identified as a key characteristic of social networking platforms?
(A) The requirement of complete anonymity for all users.
(B) The user profile as a central anchor of identity.
(C) The restriction of communication to one-to-one messaging only.
(D) The absence of any mechanism to view others' connections.

268. The paragraph suggests that the architecture of social networking sites facilitates:
(A) The rapid and viral spread of information across networks.
(B) The slow, controlled release of official information.
(C) The complete containment of information within small, isolated groups.
(D) The exclusive use of platforms for academic purposes.

269. The text introduces the term "networked public sphere" to describe a space where:
(A) All information is verified by traditional media gatekeepers.
(B) Only certified journalists are allowed to

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from user-generated content, anonymity, and the algorithmic curation of information. A primary concern is the question of liability and responsibility for content published on social media or blogs; it is often unclear whether the platform, the user, or both are accountable for harmful content like defamation or hate speech. Another significant ethical dilemma revolves around privacy. New media platforms collect vast amounts of user data, creating a 'digital footprint' that can be used for commercial or surveillance purposes, often without the user's full, informed consent. Furthermore, the speed and virality of new media facilitate the rapid spread of misinformation and disinformation, posing a threat to informed public discourse. The ethics of content moderation—deciding what speech to allow or remove—places immense power in the hands of private companies, raising questions about censorship and free expression. These issues force a re-examination of journalistic ethics and demand new frameworks that can address the unique technological and social dynamics of the new media environment.

Based on the above source, attempt the following five questions.

281. Which of the following is identified as a primary ethical challenge specific to new media?
(A) The issue of liability for user-generated content.
(B) Ensuring perfect objectivity in all published articles.
(C) The high cost of printing and physical distribution.
(D) Adhering to government-mandated broadcast schedules.

282. The paragraph describes the 'digital footprint' as an ethical concern related to:
(A) The environmental impact of data centers.
(B) The collection and use of vast amounts of user data.
(C) The preservation of historical digital archives.
(D) The physical security of media company headquarters.

283. What problem is exacerbated by the speed and virality characteristic of new media?
(A) The slow verification process of traditional news.
(B) The rapid dissemination of misinformation and disinformation.
(C) The limited reach of important public service announcements.
(D) The inability of users to generate their own content.

284. The ethical dilemma of "content moderation" primarily involves the conflict between:
(A) Removing harmful content and upholding free expression.
(B) Generating profit and providing free services.
(C) Using algorithms and employing human editors.
(D) Serving a global audience and a local audience.

285. The passage concludes that the ethical issues of new media necessitate:
(A) A return to the principles of traditional media without change.
(B) The complete deregulation of all online platforms.
(C) A re-examination of journalistic ethics and the creation of new frameworks.
(D) The transfer of all content moderation decisions to government bodies.

Direction : Please read the following source carefully.

The integration of Information and Communication Technology (ICT) in education in India has been positioned as a transformative force for enhancing access, equity, and quality. National policies have consistently emphasized the use of ICT to bridge the urban-rural divide and provide learning opportunities for disadvantaged groups. Initiatives range from providing computer hardware and internet connectivity in schools to developing vast repositories of digital educational resources, such as the National Digital Library of India (NDLI) and the SWAYAM platform for Massive Open Online Courses (MOOCs). The role of ICT extends beyond simple content delivery; it facilitates interactive and student-centric learning pedagogies. Digital tools like simulations, educational games, and collaborative online projects can make learning more engaging and effective. Furthermore, ICT plays a crucial

(C) E-commerce through affiliate marketing.
(D) A traditional advertising model.

Direction : Please read the following source carefully.

The proliferation of mobile devices has catalyzed a profound shift in media consumption, necessitating a widespread mobile adaptation by media organizations. This adaptation goes beyond simply creating a mobile-friendly website; it involves a holistic strategy of optimizing content for smaller screens, leveraging device-specific features like push notifications and location services, and developing dedicated applications. The philosophy behind mobile adaptation is to meet the audience where they are, acknowledging that media consumption is increasingly fragmented and occurs in short bursts throughout the day. This trend is coupled with the rise of new generation telephony, which refers to the evolution from voice-only communication to IP-based multimedia services. Technologies like Voice over IP (VoIP), video calling, and Rich Communication Services (RCS) are being integrated into media platforms, blurring the lines between telephony, messaging, and content consumption. For instance, a news app might integrate a feature allowing users to directly video-call a journalist during a live Q&A session. This integration of new generation telephony by media creates more interactive, immediate, and participatory user experiences. It transforms the mobile phone from a mere consumption device into a versatile tool for two-way communication and content co-creation, further empowering the user within the media ecosystem.

Based on the above source, attempt the following five questions.

276. According to the paragraph, mobile adaptation by media organizations primarily involves:
(A) A comprehensive strategy to optimize content and leverage device-specific features.
(B) Discontinuing websites in favour of mobile apps exclusively.
(C) Increasing the amount of text and reducing images in all content.
(D) Focusing only on creating content for large-screen tablets.

277. What is the core philosophy driving mobile adaptation in media?
(A) To encourage longer, uninterrupted sessions of media consumption.
(B) To centralize all media consumption onto a single platform.
(C) To reduce the interactive features available to users.
(D) To meet the audience's need for fragmented, on-the-go content access.

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278. "New generation telephony" is characterized by its shift towards:
(A) Voice-only communication over traditional telephone lines.
(B) IP-based multimedia services like video calling and VoIP.
(C) Text-only messaging services like SMS.
(D) Analog broadcast signals for mobile devices.

279. The integration of new generation telephony by media platforms aims to create:
(A) A more passive and one-way user experience.
(B) A system that separates communication from content.
(C) More interactive, immediate, and participatory experiences.
(D) A consumption model that is independent of the internet.

280. How does the integration of new generation telephony transform the mobile phone's role in the media ecosystem?
(A) It limits the phone to being only a consumption device.
(B) It makes the phone obsolete by favouring desktop computers.
(C) It reduces the user's power and control over media.
(D) It turns the phone into a versatile tool for two-way communication and content co-creation.

Direction : Please read the following source carefully.

The rise of new media has brought forth a complex set of ethical challenges that are distinct from those faced by traditional media. While legacy media ethics are grounded in principles like objectivity, fairness, and accountability, new media ethics must grapple with issues stemming

ANSWERS

1. (B) The convergence of audiovisual and telephone networks with computer networks through a single cabling system.
Information and Communication Technology represents the technological intersection where audiovisual and telephone networks merge with computer systems through unified cabling and link systems. This integration allows for the seamless transmission of diverse data types over a single infrastructure. It essentially eliminates the need for separate communication systems for voice, video, and data processing. Such convergence enhances efficiency and connectivity within modern digital communication frameworks globally today.

2. (A) ICTs are inherently static and do not evolve over time.
Information and communication technologies are fundamentally dynamic rather than static. They undergo constant evolution as new hardware, software, and networking protocols emerge. This continuous change allows these technologies to overcome geographical barriers and manage massive data volumes more efficiently. While initial setup costs can be significant, the adaptive nature of these technologies ensures they remain relevant in a rapidly changing global digital environment and media landscape.

3. (C) Overcome physical distance and allow for asynchronous interaction.
Computer-mediated communication functions by allowing users to bridge geographical gaps through digital networks. One of its primary attributes is the support for asynchronous interaction, meaning participants do not need to be present at the same time. This flexibility enables global collaboration across different time zones. By using text, audio, and video, these platforms facilitate meaningful engagement while removing traditional physical constraints of human interaction.

4. (A) P-3, Q-1, R-4, S-2
Information and communication technology transforms mass media through specific processes. Disintermediation removes traditional gatekeepers, allowing direct access between creators and audiences. Convergence blends different media forms into unified digital streams. Audience fragmentation divides mass viewership into smaller, specialized niche groups based on specific interests. Finally, user-generated content empowers individuals to create and share media directly via blogs and social platforms. These factors collectively redefine modern media.

5. (C) It introduces new forms of social etiquette and norms (netiquette).
The rise of computer-mediated communication has introduced unique social protocols known as netiquette. These digital norms govern behavior in online environments, helping users navigate interactions without traditional non-verbal cues. While it does not replace offline gatherings, it creates distinct spaces with specific etiquette for professional and personal discourse. This evolution reflects how technology reshapes social standards and expectations in a globally connected, digitally-driven modern society.

6. (B) Digitisation
Digitisation refers to the essential process of converting analog information, such as printed text, captured images, or recorded sound, into a binary format. This conversion allows computer systems to store, process, and transmit data efficiently across networks. It forms the backbone of modern media by ensuring that diverse content can be manipulated and shared without losing quality during the reproduction or distribution stages.

7. (A) Both A and R are true and R is the correct explanation of A.
The adoption of digital technologies has drastically accelerated global news dissemination. This speed is achieved because digitisation enables the instantaneous transmission of content across computer networks. Traditional physical distribution channels, like print or mail, are significantly slower than modern electronic methods. Consequently, information reaches a

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role in teacher training, offering professional development courses and creating communities of practice where educators can share resources and strategies. However, the successful implementation of ICT in Indian education faces significant challenges, including the digital divide, lack of adequate infrastructure in many regions, the need for continuous teacher training, and the development of culturally relevant digital content in multiple Indian languages. Overcoming these hurdles is critical to fully realizing the potential of ICT to create a more inclusive and effective educational system in the country.

Based on the above source, attempt the following five questions.

286. What are the three primary goals of integrating ICT in education in India, as mentioned in the text?
(A) Profitability, entertainment, and global competition.
(B) Centralization, standardization, and regulation.
(C) Secrecy, exclusivity, and tradition.
(D) Access, equity, and quality.

287. SWAYAM and the National Digital Library of India (NDLI) are cited as examples of:
(A) Private sector initiatives to replace public schools.
(B) Teacher training hardware and software tools.
(C) Repositories of digital educational resources and online courses.
(D) Policies restricting the use of computers in classrooms.

288. Beyond content delivery, how does ICT facilitate a shift in teaching methods?
(A) By reinforcing traditional, teacher-centric lecture formats.
(B) By enabling interactive, student-centric learning pedagogies.
(C) By promoting rote memorization through repetitive drills.
(D) By reducing the need for any teacher involvement.

289. Which of the following is identified as a significant challenge to the implementation of ICT in Indian education?
(A) The lack of interest from students in using technology.
(B) The overabundance of culturally relevant digital content.
(C) The resistance from national policymakers.
(D) The digital divide and inadequate infrastructure.

290. The paragraph suggests that for ICT to be fully effective in Indian education, it is critical to:
(A) Overcome challenges like the digital divide and the need for teacher training.
(B) Focus solely on providing hardware to urban schools.
(C) Outsource all content creation to international companies.
(D) Replace all traditional textbooks with digital versions immediately.

Direction : Please read the following source carefully.

In India, ICT has become a cornerstone of development strategies and a key enabler of e-governance. The application of ICT for development, often termed ICT4D, aims to leverage technology to address socio-economic challenges, including poverty, healthcare, and rural development. This involves deploying mobile technology for agricultural extension services, using telemedicine to connect rural patients with urban specialists, and implementing digital payment systems to ensure transparent delivery of social benefits. Parallel to this is the push for e-governance, which refers to the use of ICT to improve the efficiency, transparency, and accountability of government functions and services. Initiatives under the Digital India program, for example, aim to deliver government services to citizens electronically through online media and platforms. This includes services like filing taxes online, applying for passports, and accessing land records. The goal of e-governance is to create a "SMART" government: Simple, Moral, Accountable, Responsive, and Transparent. By moving processes online, e-governance can reduce bureaucracy, minimize corruption, and empower citizens by providing them with easier access to information and services. However, the success of these initiatives is contingent upon digital literacy, equitable internet access, and robust data security frameworks to protect citizen information.

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Based on the above source, attempt the following five questions.

291. What is the primary objective of ICT for Development (ICT4D) as described in the text?
(A) To increase the profits of technology companies.
(B) To monitor citizen activity through digital surveillance.
(C) To use technology to address socio-economic challenges.
(D) To replace all traditional jobs with automated systems.

292. E-governance is defined as the use of ICT to:
(A) Improve the efficiency, transparency, and accountability of government.
(B) Increase the complexity and bureaucracy of government procedures.
(C) Restrict citizen access to government information.
(D) Conduct all government meetings via video-conference.

293. Which of the following is given as an example of an e-governance service?
(A) Attending a political rally in person.
(B) Voting using a paper ballot.
(C) Receiving agricultural advice from a local elder.
(D) Accessing land records online.

294. In the context of e-governance, the acronym "SMART" includes all of the following attributes EXCEPT:
(A) Simple
(B) Rapid
(C) Moral
(D) Responsive

295. The success of both ICT4D and e-governance initiatives in India is said to be contingent upon which factors?
(A) The complete elimination of traditional government offices.
(B) The mandatory use of a single brand of smartphone.
(C) Digital literacy, internet access, and data security.
(D) A focus on providing services only to urban populations.

Direction : Please read the following source carefully.

Animation is a powerful media technique that involves the creation of an illusion of movement by rapidly displaying a sequence of static images or frames that minimally differ from each other. The foundational concept behind this illusion is a perceptual phenomenon known as "persistence of vision," where the human eye and brain retain an image for a fraction of a second after the source is removed. This allows the discrete frames to blend seamlessly into a continuous motion. The smoothness of the animation is determined by the frame rate, measured in frames per second (FPS); higher frame rates generally result in more fluid movement. A core technique in the animation process is the use of "keyframes." Keyframes are drawings or positions that define the starting and ending points of any smooth transition. The intermediate frames, known as "in-betweens," are then created to fill the gaps between the keyframes, creating the illusion of motion. While traditional animation involved drawing each frame by hand, modern techniques encompass a wide range, including 2D computer animation (which digitizes the hand-drawn process), 3D computer-generated imagery (CGI) (which involves modeling, rigging, and rendering objects in a virtual three-dimensional space), and stop motion (which involves physically manipulating real-world objects and photographing them one frame at a time).

Based on the above source, attempt the following five questions.

296. What is the fundamental concept that makes the illusion of movement in animation possible?
(A) The frame rate of the display device.
(B) The technique of keyframing.
(C) The use of 3D computer-generated imagery.
(D) The perceptual phenomenon of persistence of vision.

297. In the context of animation, what is the role of a "keyframe"?
(A) It defines the starting and ending points of a movement or transition.
(B) It is one of the intermediate frames that create fluid motion.
(C) It is a frame that contains the copyright information for the animation.

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(D) It is the final frame displayed in an animated sequence.

298. The smoothness of an animation is primarily determined by which of the following?
(A) The color palette used.
(B) The frame rate (FPS).
(C) The complexity of the 3D models.
(D) The length of the animation.

299. What are the frames created between the primary starting and ending points of a movement called?
(A) Keyframes
(B) In-betweens
(C) Stop motions
(D) Renders

300. The technique of physically manipulating real-world objects and photographing them frame by frame is known as:
(A) Stop motion
(B) 2D computer animation
(C) 3D CGI
(D) Keyframing

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share news.
(C) Discussions can occur outside the control of traditional media.
(D) Communication is strictly limited to political topics.

270. Which of the following is mentioned as a significant concern associated with social networking?
(A) The lack of user engagement and participation.
(B) The high cost of accessing social networking platforms.
(C) The slow speed of information dissemination.
(D) The creation of echo chambers and the spread of misinformation.

Direction : Please read the following source carefully.

The advent of web-enabled media has introduced new economic paradigms and commercial strategies that diverge significantly from those of traditional media. The economics of online media are primarily shaped by the low cost of digital distribution and the potential for global reach, but also by the intense competition for user attention. Several revenue models have become prominent. The advertising-based model remains a dominant force, where content is offered for free to users while revenue is generated by selling advertising space, often targeted with great precision using user data. A second major model is the subscription-based service, where users pay a recurring fee for access to premium content, such as on streaming platforms or online news archives. This "paywall" approach is often seen as a way to fund high-quality journalism and entertainment. A third category is the freemium model, which offers basic services for free while charging for advanced or special features. Finally, e-commerce is deeply integrated into web-enabled media, not just through direct sales of digital goods like e-books, but also through affiliate marketing, where media platforms earn commissions by directing traffic to retail sites. The viability of these models depends on factors like audience size, engagement, and willingness to pay, creating a complex economic landscape for digital media producers.

Based on the above source, attempt the following five questions.

271. What are the two key factors shaping the economics of online media mentioned in the paragraph?
(A) High cost of digital distribution and limited local reach.
(B) Government subsidies and non-profit funding.
(C) Low distribution cost and intense competition for user attention.
(D) Physical infrastructure costs and regulatory fees.

272. A news website allows readers to view five articles per month for free but requires a monthly payment to read more. This is an example of which economic model?
(A) A purely advertising-based model.
(B) A freemium model.
(C) A purely subscription-based model.
(D) An affiliate marketing model.

273. According to the text, how does the advertising-based model primarily generate revenue in web-enabled media?
(A) By charging users a fee for every advertisement they view.
(B) By asking for voluntary donations from the audience.
(C) By selling user data directly to other companies.
(D) By selling advertising space, often targeted using user data.

274. What is the primary concept behind the subscription-based "paywall" approach?
(A) To fund high-quality content by charging users a recurring fee for access.
(B) To block all users from accessing any content without payment.
(C) To generate revenue by selling user data to advertisers.
(D) To offer all content for free and rely on optional donations.

275. A media platform that earns a commission by linking to a product on a retail site is engaging in:
(A) A subscription-based service.
(B) A freemium service.

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global audience almost immediately after it is produced, confirming that digital formats are the driving force behind modern news velocity.

8. (A) Restricting audience access to information.
The primary purpose of modern communication technology is to expand, rather than restrict, access to information for the general public. These tools facilitate content creation, enhance distribution methods, and encourage interactive engagement with diverse audiences. By breaking down barriers, technology enables a more inclusive and democratic flow of data. Restricting information contradicts the core principles of connectivity and transparency that define modern digital media systems and societal development.

9. (C) Statement I is true but Statement II is false.
Converting media to a digital format significantly improves its long-term preservation and storage capacity compared to analog methods. However, it is a misconception to assume that digital content is completely immune to data loss or degradation. Digital files can still suffer from hardware failure, software obsolescence, or file corruption. Therefore, while digitisation makes archival efforts easier, it still requires active management to ensure data remains secure.

10. (B) b and c only
Social networking platforms are defined by their digital nature rather than face-to-face communication. They specifically allow individuals to create public or semi-public profiles and articulate lists of other users with whom they share connections. Users are encouraged to view and traverse these connections to expand their social or professional circles. These features differentiate social networking from traditional offline socializing, emphasizing digital profiles and interactive relationship mapping for all participants.

11. (D) It has introduced new channels for news dissemination and citizen journalism.
Social networking has fundamentally altered the media landscape by introducing new channels for news dissemination and fostering the growth of citizen journalism. This shift allows non-professionals to report on events in real-time, often reaching audiences faster than traditional outlets. While professional journalism remains relevant, these platforms provide alternative voices and perspectives. This democratization of information ensures that diverse narratives are shared globally through accessible digital networks.

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12. (B) Creating interactive polls, Q&A sessions, and live streams.
Effective audience engagement on social platforms requires moving beyond one-way broadcasting to create two-way interactions. Strategies such as interactive polls, live streams, and question-and-answer sessions encourage active participation and foster a sense of community. Simply posting advertisements or deleting user comments discourages meaningful engagement. By providing valuable content and inviting feedback, media companies can build stronger relationships and improve brand loyalty among their digital followers.

13. (A) b, c, a, d
The evolution of social networking began with Six Degrees in the late nineties, marking the earliest recognized platform. MySpace followed in the early two-thousands, gaining significant popular traction before the launch of Facebook in two-thousand four. Twitter emerged slightly later, introducing microblogging to the mainstream audience. This timeline illustrates the progressive development of digital social tools, from simple connection directories to complex, real-time communication and content-sharing platforms.

14. (D) They operate in a completely unregulated and lawless environment.
Social networking platforms do not operate in a completely unregulated or lawless environment. They are subject to various national and international laws concerning data privacy, intellectual property, and online conduct. While enforcement can be challenging, platforms must adhere to legal frameworks to protect users and maintain order. These services facilitate virtual communities and professional networking through user-generated content while operating within established legal boundaries governing digital communication.

15. (A) The connections and interactions between users.

in how voice communication is handled within modern telecommunication infrastructures.

61. (C) Mobile Journalism (MoJo)
When a journalist utilizes a smartphone to record, write, and immediately upload news content from a specific location, they are practicing mobile journalism. This method highlights the portability and multi-functionality of modern digital devices, which allow a single individual to perform tasks that previously required a full production crew. MoJo enables greater speed and flexibility in reporting, ensuring that news reaches the audience in real-time as events unfold in the field.

62. (D) Website users being clearly informed about what data is being collected from them and for what purpose.
In the context of new media, the ethical principle of informed consent requires that users be clearly notified about what personal data is being collected and the purpose for which it will be used. This transparency allows individuals to make educated decisions about their privacy and the information they share with digital platforms. Ensuring that consent is freely given and well-informed is a critical aspect of responsible data management and the protection of user rights.

63. (A) It can spread rapidly and widely through social networks before it can be fact-checked.
The phenomenon of fake news is a significant ethical challenge because misinformation can spread globally through social networks almost instantaneously. The interconnected nature of these platforms allows sensational or false content to reach a vast audience before it can be effectively fact-checked or corrected. This rapid dissemination can mislead the public, influence political outcomes, and damage the reputation of individuals or organizations, making the verification of digital information more critical than ever before.

64. (A) P-3, Q-4, R-1, S-2
New media involves various technical and ethical concepts. The digital divide represents the gap between those with and without technology access. Copyright infringement is the unauthorized use of protected work. Cyberbullying involves using digital tools to harass others. Net neutrality is the principle that internet service providers must treat all data equally. Understanding these terms is essential for navigating the complex legal and social landscape created by modern information and communication technologies.

65. (B) To act as a supplementary tool to enrich and expand access to learning.
In India, ICT is integrated into the educational system to serve as a supplementary tool that enriches learning and expands access for students and teachers. Rather than replacing human educators, technology provides additional resources such as digital textbooks, interactive modules, and online courses. These tools help overcome geographical barriers and improve the quality of instruction, ensuring that high-quality educational content is available to a broader audience across the country, including in remote areas.

66. (A) To improve Citizen-to-Government (C2G) interactions.
A primary goal of e-governance is to improve the interaction between citizens and the government by making services more accessible and user-friendly. By providing online platforms for tasks such as applying for documents or providing feedback, technology simplifies administrative processes and reduces the need for physical visits to government offices. This transition fosters greater efficiency, transparency, and trust, ultimately leading to a more responsive and accountable system of governance that benefits the entire population.

67. (C) ICT for development
When a farmer receives weather forecasts and market prices via SMS, it is a clear application of ICT for development. This information empowers rural workers to make better decisions about planting, harvesting, and selling their crops, which can significantly improve their economic well-being. By bridging the information gap in remote areas, mobile technology serves as a powerful tool for promoting inclusive growth and reducing poverty in the developing world through digital empowerment.

68. (D) To transform India into a digitally empowered society and knowledge economy.

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with minimal incremental investment, which is a fundamental difference between digital and traditional physical media formats.

23. (D) Freemium
The freemium business strategy involves offering a basic version of a product or service to users at no cost. The goal is to build a large user base and then encourage a portion of those users to pay for advanced features or a premium experience. This model is widely used in software, gaming, and digital media to attract customers while still ensuring a viable path to revenue generation through upselling.

24. (A) Designing a website or application for mobile devices before designing for desktop computers.
Mobile-first design is a strategic approach in web and application development where the user interface is designed for small screens before considering larger desktop monitors. This priority reflects the global shift in media consumption toward smartphones. By focusing on mobile constraints early, developers ensure that the most essential features are optimized for the majority of users. This strategy results in faster, more efficient, and more accessible digital experiences.

25. (C) It transmits voice calls as digital data packets over the internet.
Voice over Internet Protocol is a modern telephony technology that transmits voice calls as digital data packets over the internet. Unlike traditional networks that rely on dedicated copper wires, VoIP utilizes existing broadband infrastructure. This allows for easier integration with other digital services like video conferencing and instant messaging. It offers greater flexibility and often lower costs for international communication, bypassing physical limitations of legacy systems.

26. (A) Mobile Journalism (MoJo)
Mobile Journalism, or MoJo, is the practice where reporters use portable electronic devices, specifically smartphones, to perform all aspects of news production. This includes gathering information, recording interviews, editing content, and disseminating the final report directly from the field. This approach increases the speed and efficiency of reporting, allowing journalists to cover events in real-time with minimal equipment. It has become an essential skill in the modern digital newsroom.

27. (D) User privacy and data protection.
User privacy and data protection are among the most critical ethical challenges in the era of social networking and new media. As platforms collect extensive personal information for targeted advertising and personalization, the risk of data breaches and unauthorized surveillance increases. Media organizations must navigate the balance between using data to improve services and respecting the fundamental rights of individuals to control their own information within the digital landscape.

28. (B) b and d only
Ethical dilemmas in the digital age often revolve around the use of user-generated content and the potential for digital manipulation. Specifically, using content without proper attribution raises significant copyright and moral issues. Additionally, the ability to alter images and videos using advanced software poses a threat to the authenticity and truthfulness of media. These challenges require media professionals to maintain high standards of verification and respect for intellectual property rights.

29. (C) The proper handling and moral conduct related to digital and online media.
New media ethics focuses on the moral principles and conduct required in the digital and online environments. It addresses modern challenges such as data privacy, the spread of misinformation, and the responsible use of interactive platforms. While traditional ethics apply, the unique characteristics of digital media, such as speed and anonymity, necessitate specific guidelines to ensure integrity and accountability. This field is essential for maintaining public trust in an increasingly digital society.

30. (D) It offers significantly lower latency and higher bandwidth, improving streaming quality.
The implementation of 5G technology provides significant benefits for media consumption by offering much lower latency and higher bandwidth compared to earlier generations. These improvements allow for higher-quality video streaming, smoother online gaming,

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and the support of advanced technologies like augmented and virtual reality. By reducing delays in data transmission, 5G ensures a more seamless and responsive experience for users accessing diverse media content on their mobile devices.

31. (C) a, c, and d only
ICT initiatives in Indian education aim to improve quality and provide wider access to digital learning resources across all levels. Key components include e-learning platforms like SWAYAM, which offer diverse courses to a broad audience. While technology enriches the learning experience, it is designed to supplement rather than completely replace traditional classroom teaching. These efforts focus on empowering students and teachers with modern tools to enhance the overall educational outcomes.

32. (B) To make government services more accessible, efficient, and transparent for citizens.
The primary goal of e-governance in India is to transform the delivery of government services by making them more accessible, efficient, and transparent. By leveraging technology, the government aims to reduce bureaucracy, minimize delays, and allow citizens to interact with various departments online. These initiatives help bridge the gap between the state and its people, ensuring that services are available to all citizens regardless of their geographical location or social status.

33. (B) Filing income tax returns online.
Filing income tax returns through a digital portal is a prime example of an ICT-based e-governance service. It replaces time-consuming physical paperwork and manual submission with a streamlined online process. This digital approach increases efficiency for both the citizen and the government, allowing for faster processing and easier tracking. Such services illustrate how technology can simplify administrative tasks and improve the overall experience of interacting with government institutions.

34. (A) Promoting transparency and accountability.
Online media plays a vital role in e-governance by promoting transparency and accountability within the public sector. By providing platforms where government actions and policies can be scrutinized and discussed, technology encourages more responsible administration. It also facilitates greater public participation in decision-making processes, ensuring that the government remains responsive to the needs of its citizens. These factors are crucial for the sustainable development and democratic health of modern nations.

35. (A) Both A and R are true and R is the correct explanation of A.
Information technology is essential for the development sector because it facilitates the dissemination of critical information to remote and rural areas. Projects that utilize mobile phones to provide agricultural advice or health updates help bridge the information gap for populations that lack traditional resources. By providing timely and relevant data, these initiatives empower individuals to make informed decisions that improve their livelihoods and well-being, directly contributing to national growth.

36. (D) A drawing that defines the starting or ending point of any smooth transition.
In the field of animation, a keyframe is a specific drawing that defines the starting or ending point of any smooth transition. These frames establish the most important poses or positions of a character or object within a sequence. By setting these critical moments, animators create the foundation for the entire movement. The frames that appear between these keyframes are then generated to ensure the motion appears fluid and natural.

37. (C) In-betweening or Tweening
The process of creating the intermediate frames between two keyframes is known as in-betweening or tweening. This technique is essential for generating the illusion of smooth, continuous movement in both traditional and digital animation. In modern computer animation, software often automates much of this process by calculating the necessary changes in position, size, or color. Tweening ensures that the transition between major poses is seamless and visually convincing to the audience.

38. (B) An animation created by building and manipulating models in a three-dimensional digital environment.

3D animation involves the creation and manipulation of digital models within a three-dimensional virtual environment. Unlike 2D animation based on flat images, 3D characters and objects have depth and can be viewed from any angle. Animators use specialized software to rig these models with digital skeletons and then animate them through various poses. This technique allows for highly realistic movements and complex visual effects often seen in professional modern films.

39. (B) P-4, Q-1, R-3, S-2
Animation encompasses several distinct techniques for creating movement. Stop motion involves photographing physically manipulated objects frame by frame. Cel animation is a traditional 2D method using transparent sheets. Computer-generated imagery uses digital tools to create animated visuals. Rotoscoping is the process of tracing over live-action footage to achieve realistic motion. Each technique offers a unique aesthetic and requires specific skills, contributing to the diverse range of animated content available in media today.

40. (D) Statement I is false but Statement II is true.
Stop motion animation is fundamentally different from 2D animation because it involves manipulating physical objects in a three-dimensional space. These objects, such as puppets or clay figures, are moved in small increments and photographed frame by frame. When these photographs are played in rapid succession, they create the illusion of movement. While the final output is viewed on a screen, the production process is physically based rather than being drawn on flat surfaces.

41. (C) The rapid display of a sequence of images to create the illusion of movement.
The core principle behind all animation techniques is the rapid display of a sequence of static images to create the illusion of movement. This phenomenon relies on the persistence of vision, where the human eye retains an image for a fraction of a second. By showing slightly different images in quick succession, the brain perceives a continuous motion. Whether created by hand or computer, this sequential display is the essential foundation of animation.

42. (A) 2D and 3D digital animation and visual effects.
Computer-Generated Imagery is most closely associated with the creation of 2D and 3D digital animation and visual effects. It encompasses a wide range of techniques where computers are used to produce or enhance visual content for film, television, and games. Unlike traditional hand-drawn or stop-motion methods, CGI relies on digital models, textures, and lighting to generate imagery. It has revolutionized the media industry by allowing for increasingly complex and realistic visual storytelling.

43. (D) Immutability
Immutability is not a characteristic of information and communication technology, as these systems are designed to be dynamic and easily changed. The defining traits of ICT include immediacy, interactivity, and the integration of different media forms. These technologies allow for the rapid updates and manipulation of digital content. In contrast, something that is immutable cannot be altered, which contradicts the flexibility and evolutionary nature that are central to modern digital communication systems.

44. (B) To function as a tool for creation, a channel for distribution, and a platform for consumption.
ICT serves as a comprehensive toolset that impacts the entire media lifecycle, including creation, distribution, and consumption. It provides creators with advanced software for production, offers diverse digital channels for reaching audiences, and enables users to access content on multiple devices. Rather than simply replacing traditional media, ICT enhances and expands its capabilities, creating a more integrated and interactive environment for information exchange. It acts as the backbone of modern communication processes.

45. (A) a, b, and d only
Computer-mediated communication can occur both synchronously, as in live chats, and asynchronously, through platforms like email. While it often filters out traditional non-verbal cues, users frequently use emojis and emoticons to reintroduce emotional context into their messages. These digital symbols help clarify intent and tone, reducing the risk of misunderstanding. This flexibility allows for

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the modern information and communication landscape worldwide.

76. (B) It enables remote work and collaboration across different time zones.
Computer-mediated communication has transformed professional work by enabling remote collaboration across different locations and time zones. Tools such as email, video conferencing, and project management software allow teams to work together effectively without being in the same physical office. This flexibility has led to the rise of telecommuting and global workforce integration. While it doesn't eliminate the need for occasional face-to-face meetings, it provides the infrastructure necessary for a highly mobile and connected modern business environment.

77. (C) Audiences have more direct access to content creators, bypassing traditional publishers or broadcasters.
Disintermediation in the media industry refers to the process where audiences gain direct access to content creators, effectively bypassing traditional intermediaries like publishers or broadcasters. ICT facilitates this by providing platforms where individuals can share their work directly with the public. This shift empowers creators to maintain more control over their content and its distribution, while also allowing consumers to find niche material that might not be available through mainstream channels, resulting in a more diverse media environment.

78. (A) b, c, a, d
The history of communication technology began with the telegraph, which allowed for the rapid transmission of text over long distances. Broadcast television followed much later, introducing mass visual and audio communication to households. The development of public internet access then revolutionized the world by creating a global network for data exchange. Finally, the smartphone integrated these capabilities into a portable device. This sequence illustrates the transition from simple electrical signals to a highly complex, mobile digital landscape used today.

79. (A) Shifting the primary revenue source from physical sales (CDs) to streaming and digital downloads.
Digitisation has fundamentally changed the music industry by shifting the primary source of revenue from the sale of physical formats, like CDs, to digital streaming and downloads. Platforms such as Spotify and Apple Music allow users to access vast libraries of music on demand. While this has made music more accessible to a global audience, it has also required artists and record labels to adapt to new economic models and find alternative ways to monetize their work online.

80. (B) Allow users to construct a profile and connect with other users.
The primary function of a social networking site is to provide a digital platform where users can construct a personal profile and connect with other individuals. These platforms facilitate relationship-building by allowing users to share information, communicate through various channels, and traverse their network of connections. While they may offer additional features like entertainment or commerce, the core purpose is to enable social interaction and the maintenance of personal or professional ties within a networked digital environment.

81. (D) b and c only
Social networking platforms serve as powerful tools for social and political mobilization, enabling people to organize and share information rapidly. Additionally, user activity on these sites generates valuable data that is often monetized by the platforms through targeted advertising. Unlike some claims, these sites are not monolithic and are subject to the legal jurisdictions of the countries where they operate. They can also have various psychological impacts on users, highlighting the complex role they play in society.

82. (A) Interactivity, user-generated content, and collaboration.
The term Web 2.0 emphasizes the shift toward a more interactive, collaborative, and user-driven internet. Unlike the earlier static web, where users primarily consumed information, Web 2.0 platforms encourage user-generated content and active participation. This era saw the rise of social

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networking service. While it may have some social features like user reviews, its core business is the sale of goods and services. In contrast, Facebook is a dedicated social network, Twitter is a microblogging platform, and Wikipedia is a collaborative encyclopedia built on user-generated content. Correctly identifying the primary function of these platforms is essential for understanding the digital landscape.

54. (B) A single instance of an advertisement being viewed by a user.
In the context of online advertising, an impression occurs each time an advertisement is fetched from its source and displayed to a user. It represents a single instance of the ad being viewed, regardless of whether the user interacts with it or clicks on it. Impressions are a key metric for measuring the reach and visibility of a digital marketing campaign, helping advertisers understand how often their message is being presented to the audience.

55. (D) A freemium model
A media organization that offers basic articles for free while charging for premium, in-depth analysis is utilizing a freemium economic model. This approach allows the company to build a large audience through free content and then monetize its most valuable work by offering it to paying subscribers. It balances the need for wide reach with the necessity of generating revenue to support high-quality journalism and specialized research in an increasingly competitive digital market.

56. (A) A decline in advertising revenue as advertisers move online.
Traditional print media faces a major economic challenge due to a significant decline in advertising revenue as businesses shift their budgets toward digital platforms. Online media offers more precise targeting and measurable results, making it more attractive to advertisers. This shift has forced many newspapers and magazines to rethink their business models, often leading to a greater focus on digital subscriptions and diversified revenue streams to remain financially sustainable in the modern digital era.

57. (A) Both A and R are true and R is the correct explanation of A.
Targeted advertising is a cornerstone of the business model for many web-enabled media platforms because of their ability to collect and analyze vast amounts of user data. This information allows advertisers to deliver specific messages to precisely defined demographic or interest groups, greatly increasing the efficiency of their campaigns. By understanding user behavior and preferences, platforms can command higher prices for ad space, making data a highly valuable commodity in the digital economy.

58. (B) b and d only
The economics of web-enabled media are characterized by the "long tail" effect, which makes niche content economically viable by reaching small, specialized audiences globally. Additionally, user data has become a highly valuable commodity, serving as a primary asset for monetization through targeted advertising. Contrary to some claims, digital distribution still involves costs for servers and bandwidth, and copyright enforcement remains complex. Not all online content is legally required to be free for consumers.

59. (D) Focusing exclusively on print and abandoning all digital platforms.
Mobile adaptation involves modifying content and delivery methods to suit the needs of smartphone users. This includes creating responsive websites, developing dedicated apps, and producing specific formats like vertical video. Focusing exclusively on print while abandoning all digital platforms is the opposite of mobile adaptation. For media organizations, staying relevant in the modern age requires embracing digital technology and ensuring their content is easily accessible to audiences who primarily use mobile devices.

60. (B) It routes calls over IP data networks.
New generation telephony technologies like VoLTE and Wi-Fi Calling are distinguished by their use of Internet Protocol (IP) data networks to route voice calls. Instead of relying on traditional circuit-switched mobile networks, these systems transmit voice as digital data packets. This transition allows for higher-quality audio, faster call setup times, and better integration with other digital services. It represents a fundamental shift

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diverse forms of interaction, though it does not completely replicate the nuances of face-to-face communication.

46. (A) b, d, a, c
The evolution of media technology began with the invention of the printing press, which revolutionized the mass production of text. Later, the rise of broadcast radio and television introduced electronic one-to-many communication. The digitisation of content then transformed how information is stored and processed. Finally, the proliferation of social networking sites created a many-to-many interactive landscape. This timeline shows the shift from physical, analog systems to a highly connected digital media environment.

47. (A) It has democratized production tools, making them more accessible and affordable.
ICT has fundamentally transformed media production by democratizing the tools needed to create high-quality content. Professional-grade software and hardware have become more accessible and affordable, allowing individuals and small groups to produce media that once required expensive studios. This shift has lowered the barrier to entry, fostering a diverse range of voices and perspectives in the digital space. It empowers creators to bypass traditional gatekeepers and share their work directly.

48. (B) The perfect and easy duplication of content without loss of quality.
A key consequence of converting media into digital formats is the ability to create perfect and easy duplications without any loss of quality. Unlike analog copies, which degrade with each reproduction, digital files remain identical regardless of how many times they are copied. This characteristic has revolutionized the distribution and consumption of music, film, and text. However, it also presents challenges regarding copyright and the protection of intellectual property in a global digital market.

49. (B) The user's social graph.
Social networking sites are primarily built around the concept of a user's social graph, which represents their personal network of connections. This graph maps the relationships between individuals, allowing the platform to facilitate communication and content sharing among friends, family, and colleagues. While other data like browsing history or financial transactions may be collected, the core value of these services lies in the digital representation and maintenance of human social structures.

50. (A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
Social networking has significantly altered the power dynamics within the media industry by turning consumers into active producers and distributors. In the traditional model, a few gatekeepers controlled the flow of information, but digital platforms now allow anyone to share content globally. This shift challenges the authority of mass media organizations and ensures a more diverse range of viewpoints. Consequently, the relationship between media producers and their audience has become more interactive.

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51. (C) LinkedIn
LinkedIn is the most prominent example of a social networking platform specifically designed for professional use. It allows users to build a digital resume, connect with colleagues, and search for career opportunities. While platforms like Instagram and TikTok focus on entertainment and personal sharing, LinkedIn emphasizes business networking and professional development. It provides a dedicated space for individuals to manage their professional identity and engage with industry-specific content and communities globally.

52. (A) Going viral
The phenomenon where a piece of digital content, such as a video, image, or meme, spreads rapidly and widely across social networks is commonly known as going viral. This occurs when users share the content with their own connections, leading to exponential growth in its reach within a short period. The speed and scale of viral content are driven by the interconnected nature of modern digital platforms and the high engagement of their users.

53. (C) Amazon - Social Networking Service
Amazon is primarily an e-commerce platform and cloud services provider, rather than a social

The Digital India programme is a flagship initiative aimed at transforming the country into a digitally empowered society and a knowledge economy. It focuses on three core areas: digital infrastructure as a utility, governance and services on demand, and the digital empowerment of citizens. By improving connectivity and providing access to digital services, the programme seeks to enhance the quality of life, foster innovation, and ensure that every citizen can participate in the digital economy.

69. (C) Statement I is true but Statement II is false.
Online media plays a crucial watchdog role in e-governance by allowing citizens, journalists, and non-governmental organizations to highlight failures and demand accountability from public institutions. While the government uses these platforms to provide services and information, it is not the only entity involved. Various stakeholders utilize digital media to monitor government performance, advocate for policy changes, and ensure that administrative processes remain transparent and responsive to the needs of the general public.

70. (B) The in-betweens
The sequence of drawings or images created between two keyframes is known as the in-betweens. These frames are essential for creating the appearance of smooth and fluid motion as the character or object transitions from one major pose to the next. In traditional animation, these are often drawn by assistant animators, while in digital animation, they can be generated by software. The quality and number of in-betweens directly influence the perceived realism of the movement.

71. (D) Claymation (a form of stop motion)
Claymation is a specific form of stop-motion animation that involves creating and manipulating characters and sets made from a malleable substance like clay. Animators change the shapes of these figures in small increments between each photograph to create the illusion of movement. This technique requires significant patience and craftsmanship, resulting in a unique, tactile aesthetic. Famous examples include 'Wallace and Gromit', which showcase the detailed and expressive possibilities of this physical animation method.

72. (A) Frames Per Second
In the context of animation and video, FPS stands for Frames Per Second. It refers to the frequency at which individual frames are displayed on a screen to create the illusion of continuous motion. A higher frame rate typically results in smoother and more fluid movement, while a lower rate may appear choppy or jerky. Common frame rates include 24 FPS for film and 30 or 60 FPS for television and digital video productions.

73. (C) 2D animation has characters with height and width, while 3D adds the dimension of depth.
The fundamental difference between 2D and 3D animation lies in the dimensions used to create the visuals. 2D animation is based on flat images that only possess height and width, creating a two-dimensional look. In contrast, 3D animation utilizes digital models within a virtual space that includes the added dimension of depth. This allows 3D objects to be rotated and viewed from any perspective, enabling more complex lighting, textures, and realistic movements compared to traditional methods.

74. (A) a and d only
Rotoscoping is a specialized technique where animators create realistic motion by tracing over live-action film footage. Traditional cel animation involves drawing characters on transparent sheets, which are then layered over background paintings. While computer-generated imagery is a powerful modern tool, stop motion relies on photographing physically manipulated objects rather than generating everything digitally. CGI can be used for both 2D and 3D projects, highlighting the diverse ways technology and traditional methods are used to produce animated content.

75. (D) integrated
The definition of ICT as the convergence of audiovisual, telephone, and computer networks highlights its fundamentally integrated nature. Instead of operating as isolated systems, these technologies merge into a unified infrastructure that can handle multiple types of data and communication. This integration allows for greater efficiency and connectivity, as information can be processed and transmitted seamlessly across different platforms and devices. It is this synergy between diverse technologies that defines

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The social core of networking platforms is defined by the connections and interactions that occur between different users. While technological infrastructure and economic models are necessary for the platform to function, it is the relationship-building and communication between individuals that drive its social value. These interactions enable the sharing of ideas, support systems, and community formation, making the human element the most critical component of these digital systems.

16. (A) a, b, and d only
Social networking has successfully democratized content creation and helped maintain social ties across long distances. However, these platforms also facilitate the rapid spread of misinformation due to the speed and ease of sharing. Contrary to some assumptions, they have a profound impact on political discourse and do not guarantee complete data privacy. Therefore, the primary effects involve accessibility and connectivity, while also presenting significant challenges regarding information accuracy and user security.

17. (B) The process of generating revenue from online content or services.
In the context of web-enabled media, monetization refers specifically to the various strategies used to generate revenue from online content or services. This process involves transforming audience attention, user data, or digital products into financial gain. Common methods include advertising, subscriptions, and affiliate marketing. While increasing user numbers is important, the ultimate goal of monetization is to ensure the economic sustainability and profitability of digital platforms.

18. (A) Subscription model
A subscription model is an economic strategy where users pay a recurring fee, such as monthly or annually, to access exclusive content or services. This approach provides a steady revenue stream for media organizations and ensures that content creators are compensated directly by their audience. Unlike advertising-supported models, subscriptions prioritize the user experience by often offering ad-free environments and high-quality, in-depth analysis restricted to paying members.

19. (A) Both A and R are true and R is the correct explanation of A.
Many web platforms offer free services because their business model relies on generating revenue through other means. By collecting vast amounts of user data and selling advertising space, these companies can sustain their operations without charging the end-user directly. In this economic structure, the user essentially becomes the product, as their attention and demographic information are sold to advertisers. This explanation clarifies why apparently free digital services are financially viable.

20. (B) P-3, Q-4, R-1, S-2
Web commerce utilizes diverse models to sustain digital operations. E-commerce involves the direct online sale of goods and services. Affiliate marketing relies on earning commissions by promoting third-party products. The freemium model provides basic services for free while charging for advanced features. Crowdfunding allows projects to be funded by many individuals contributing small amounts. Understanding these distinctions is vital for grasping how different online platforms generate revenue and support their digital content.

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21. (C) Advertising
Advertising serves as the primary revenue source for major web platforms that offer free services to the general public. These companies leverage extensive user data to provide targeted ad placements, making their platforms highly attractive to businesses. By selling access to their massive audience, these platforms can remain free for individual users while generating billions in profit. This model relies on the continuous engagement and data generation of its massive global user base.

22. (A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
The economics of digital media are defined by exceptionally low marginal costs for distribution. Once a digital product is created, the expense of making additional copies and distributing them online is negligible. This is because digital files can be replicated and transmitted across networks almost for free. This scalability allows media organizations to reach vast audiences

media, blogs, and wikis, where the value of the network increases as more people contribute. It highlights the importance of social connectivity and the shared creation of information in the modern and connected digital age.

83. (A) Both A and R are true and R is the correct explanation of A.
Social networking platforms have drastically accelerated the news cycle by allowing eyewitnesses to report events in real-time. This immediate dissemination often happens before traditional news organizations can verify the information through their standard editorial processes. Consequently, information travels globally almost as soon as an event occurs. This shift has changed how audiences consume news, making them more reliant on rapid updates from diverse sources, while also emphasizing the need for critical evaluation of digital content.

84. (D) Cost Per Click
In the commerce of web-enabled media, CPC stands for Cost Per Click. It is a widely used advertising model where an advertiser pays the publisher or platform each time a user clicks on their advertisement. This performance-based approach ensures that advertisers only pay when their ad successfully drives traffic to their website. It is a fundamental metric in digital marketing, helping businesses measure the effectiveness and return on investment of their online advertising campaigns.

85. (C) Barter System (trading content for goods)
The barter system, which involves trading content directly for physical goods, is not a common revenue model for web-enabled media. Most online platforms rely on more modern economic strategies such as advertising, subscriptions, and e-commerce. These models allow for the systematic monetization of audience attention, specialized content, or the direct sale of products. While creative collaborations exist, the scalable and financial nature of digital media requires formalized monetary transactions to sustain operations and support ongoing content production.

86. (C) P-3, Q-4, R-1, S-2
Web media economics involves several key terms and processes. A paywall is a system that restricts content access until a payment is made. Ad blockers are software tools that prevent advertisements from being displayed to users. Monetization is the overarching process of converting website activities and audience attention into revenue. Traffic refers specifically to the number of visitors a site receives. Understanding these concepts is essential for grasping how digital platforms operate as viable businesses in a competitive marketplace.

87. (D) The cumulative profit from a large number of niche or less popular items can rival the profit from bestsellers.
The "Long Tail" theory suggests that in a digital marketplace, the collective profit from a large number of niche or less popular items can equal or exceed the profit from a few best-selling products. Platforms like Netflix and Amazon can afford to offer a vast selection because digital distribution and storage are inexpensive. This allows them to serve diverse, specialized interests that would be impossible for traditional physical stores with limited shelf space to accommodate profitably.

88. (A) The ability to reach audiences anytime and anywhere.
A major advantage of mobile adaptation for media companies is the ability to reach their audience at any time and in any location. Unlike traditional media that requires a physical location or a specific device like a television, mobile content is accessible wherever the user has their smartphone. This ubiquity allows for more frequent engagement and the delivery of timely, location-based information. It ensures that media organizations can remain a constant part of their users' lives.

89. (C) A situation where a user is primarily exposed to information that reinforces their own.
The terms "filter bubble" and "echo chamber" refer to a situation where algorithmic personalization isolates a user from diverse viewpoints by primarily showing them content that reinforces their existing beliefs. This occurs when digital platforms prioritize information based on previous user behavior and preferences. While this can improve user satisfaction, it can also lead to increased social polarization and a lack of exposure to alternative perspectives,

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the significant role of technology in modern animated content.

147. (A) a, b, and d only
ICT has significantly lowered the barrier to entry for content creation and enabled low-cost global distribution, allowing a diverse range of voices to reach an audience. It has also created new forms of interactive media that encourage user participation. However, it has not eliminated the role of professional journalists; instead, it has transformed their work and introduced new platforms for reporting. These changes have made the media landscape more accessible and interconnected, while presenting new challenges for information verification.

148. (D) Conveying information or content to an audience.
Within the term ICT, the word "media" refers specifically to the role of technology in conveying information or content to an audience. While the other components focus on hardware, software, and networks, the media aspect highlights the communication of the message itself. This includes everything from digital text and images to complex video and interactive content. Understanding this distinction is essential for grasping how information technology functions as a comprehensive system for creating, storing, and delivering information to people.

149. (C) In some cases, online relationships can become more intimate and socially desirable than face-to-face ones.
Hyperpersonal communication is an effect of computer-mediated communication where online relationships can become more intimate and socially desirable than face-to-face ones. This occurs because users have more control over how they present themselves and can take more time to craft their messages. Additionally, the lack of certain non-verbal cues can lead participants to idealize one another. While it can lead to strong connections, it also highlights the differences between digital interaction and the spontaneous nature of physical communication.

150. (B) All content, regardless of origin (text, audio, video), is reduced to the common language of binary data.
Digitisation facilitates media convergence because it reduces all forms of content, regardless of their origin, into the common language of binary data. When text, audio, and video are all represented as a series of ones and zeros, they can be processed by the same hardware and transmitted over the same digital networks. This commonality allows a single device, like a smartphone, to serve as a library, a television, and a communication tool. Convergence is the logical outcome of this format.

151. (D) An online service that facilitates the building of social relations among people with shared interests.
A social networking platform is best defined as an online service that facilitates the building of social relations among people who share common interests, activities, or backgrounds. These platforms allow individuals to create profiles, connect with others, and share various forms of content within their network. Unlike traditional media or simple e-commerce sites, the core value of social networking lies in the interactive and relationship-driven nature of the service, enabling community formation and communication in a global environment.

152. (A) The service becomes more valuable to its users as more people join and use it.
The business model of many social networking sites relies heavily on the network effect, which means that the service becomes increasingly valuable to its users as more people join and use it. A larger user base provides more opportunities for connection, more diverse content, and a more vibrant community. This growth creates a virtuous cycle that attracts even more users, making the platform more dominant in the market. Understanding this effect is key to grasping the competitive dynamics of social networks.

153. (C) Professional visibility and opportunity.
When a freelance photographer is hired after showcasing her work on Instagram, it is a clear example of social networking being used for professional visibility and opportunity. These platforms allow individuals to build a digital portfolio that is accessible to a global audience, including potential employers and collaborators. By leveraging the visual and networked nature of

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intensive method requires exceptional attention to detail and patience to create fluid and highly expressive character movements.

97. (B) Frame rate (FPS)
The perceived smoothness of an animation is directly determined by its frame rate, measured in frames per second. A higher frame rate means that more images are displayed every second, resulting in more fluid and realistic movement. In contrast, a low frame rate can make the animation appear choppy or stuttered. Finding the appropriate frame rate is a critical decision in the production process, as it affects both the visual quality and the technical requirements of the final product.

98. (A) A reduced sense of individual identity and accountability, often due to anonymity.
In computer-mediated communication, deindividuation refers to a state where an individual experiences a reduced sense of personal identity and accountability. This often occurs due to the anonymity or physical distance provided by digital platforms. In such environments, people may feel less constrained by traditional social norms and more likely to engage in behaviors they would avoid in face-to-face interactions. Understanding this effect is important for addressing issues like online harassment and the dynamics of digital community behavior.

99. (C) Shift from an analog, one-to-many broadcast model to a digital, interactive, many-to-many network model.
The most transformative impact of ICT on mass media is the shift from a traditional, one-to-many analog broadcast model to a digital, interactive, many-to-many network model. This change has fundamentally altered how information is produced, shared, and consumed. In this new landscape, audiences are no longer just passive recipients but active participants who can create and distribute their own content. This democratization of media has led to a more diverse, complex, and connected global information environment for everyone.

100. (D) The temptation to publish unverified information instantly to be "first."
A major ethical concern for journalists using mobile technology is the pressure to publish information instantly to be the first to report a story. This speed can sometimes lead to the dissemination of unverified or inaccurate data. While mobile devices allow for immediate reporting from the field, journalists must balance this advantage with the core professional responsibility of fact-checking and verification. Maintaining accuracy is essential for preserving the credibility of news organizations in a fast-paced digital reporting environment.

101. (A) Both Statement I and Statement II are true, and Statement II provides context for the revolution described in Statement I.
The transition to digital technology has revolutionized post-production by enabling non-linear editing of video and audio content. Unlike the traditional analog era, where editing was a linear and destructive process involving the physical cutting of film or tape, digital editing allows for changes to be made at any point in the sequence without damaging the original files. This flexibility significantly increases efficiency and creativity, providing editors with the tools to experiment and refine their work more effectively.

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102. (B) Asynchronous group communication
An online forum is a classic example of asynchronous group communication. It allows multiple users to participate in discussions by posting messages and replies that can be read and responded to at different times. This format is ideal for community building and knowledge sharing across different geographical locations and schedules. Unlike real-time chats, forums provide a permanent record of the interaction, enabling users to engage in detailed conversations and reference previous posts as the discussion develops over time.

103. (D) A mandatory subscription fee for all users
A mandatory subscription fee is not a defining characteristic of social networking sites. Many of the most popular platforms are free for users, relying instead on advertising or data monetization for revenue. The core features that define these services are user-created profiles, the ability to connect with others, and the capacity to view and traverse those connections. While some premium services exist, the fundamental model of social networking emphasizes accessibility

and the growth of large, interconnected user communities.

104. (C) a and b only
In the commerce of web-enabled media, content serves as the primary product that is monetized or sold to users. Additionally, audience attention is a critical commodity that platforms sell to advertisers through various digital marketing models. Contrary to some assumptions, producing high-quality digital media often requires significant investment in talent and technology. Piracy also remains a major economic concern, as it can lead to substantial revenue loss for creators and media organizations in the global digital marketplace.

105. (C) Advertising economic model
A news website that provides all its content for free while displaying various types of advertisements is primarily using an advertising economic model. This approach relies on attracting a large volume of traffic to generate revenue from advertisers who pay to have their messages seen by the audience. While it ensures high accessibility for the general public, the success of this model depends on the platform's ability to maintain high levels of user engagement and deliver effective results for advertisers.

106. (B) P-2, Q-3, R-4, S-1
The web media economy involves several key actors with distinct roles. Content creators produce the actual media such as videos or articles. Advertisers pay to reach the platform's audience with their promotional messages. The audience consumes the content and provides the necessary data and attention that fuel the system. Platform owners provide the infrastructure and host the interactions between all other parties. Together, these actors create a complex and interdependent economic ecosystem in the digital media landscape.

107. (D) Its interactivity and on-demand nature
A key feature that distinguishes new media from old media is its high level of interactivity and on-demand nature. Traditional old media, like broadcast television or newspapers, typically follows a one-way communication flow from a central source to a passive audience. In contrast, new media allows users to choose what content they consume and when they consume it, while also enabling them to interact with the material and its creators. This shift empowers the audience and creates a personalized experience.

108. (B) A person's right to have certain personal information removed from internet search results and websites.
The "right to be forgotten" is a significant ethical and legal concept in the digital age. it refers to an individual's right to request that certain personal information be removed from internet search results and other websites when it is no longer relevant or is inaccurate. This issue highlights the tension between privacy rights and the public's right to information. It is particularly important for protecting individuals from the long-term impact of outdated or misleading digital data.

109. (C) A telemedicine service that connects rural patients with specialist doctors in cities via video conferencing.
Telemedicine is a prime example of using ICT for development in India's health sector. By using video conferencing and digital communication, rural patients can consult with specialized doctors located in urban centers without the need for travel. This technology bridges the gap in medical services and ensures that quality healthcare is more accessible to underserved populations. Such initiatives improve health outcomes and contribute to the overall social development of the country by leveraging modern digital infrastructure.

110. (D) Overcome geographical barriers to access quality education.
One of the main goals of integrating ICT into the Indian educational system is to overcome geographical barriers and provide wider access to quality learning resources. Technology allows students in remote or rural areas to connect with teachers and educational content that might not be available locally. By providing digital platforms and tools, the initiative aims to create a more equitable educational environment where all learners, regardless of their location, have the opportunity to succeed and develop essential skills.

111. (A) E-commerce and e-governance

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Using a mobile phone as a digital wallet for payments, such as through the UPI system in India, is a key application that spans both e-commerce and e-governance. For e-commerce, it facilitates seamless and secure transactions between buyers and sellers. In the context of e-governance, it enables the efficient distribution of social welfare benefits and the payment of government fees. This technology simplifies financial interactions and promotes the growth of a digital economy by increasing convenience and security.

112. (B) A set of drawings that shows a character from various angles to ensure consistency.
In 2D animation, a model sheet is a set of standardized drawings that depicts a character from multiple angles and with various expressions. Its primary purpose is to serve as a reference for all animators working on a project, ensuring that the character remains visually consistent throughout the entire production. By providing clear guidelines on proportions and features, the model sheet helps maintain the artistic integrity and quality of the animation, regardless of which individual animator is working.

113. (B) Achieve highly realistic and fluid character motion.
Rotoscoping is a technique where animators trace over live-action footage frame by frame to achieve highly realistic and fluid character movement. This method allows for the capturing of subtle nuances in human motion that are difficult to replicate through traditional drawing or computer animation alone. While it can be time-consuming, rotoscoping is used in both artistic films and commercial projects to create a unique aesthetic that blends the qualities of live action with the creative possibilities of animation.

114. (B) c and e only
Information and communication technology is a broad field that encompasses hardware, software, networking, and various forms of media. Its primary function is to facilitate the creation, storage, and sharing of information across diverse platforms. Contrary to some views, ICT is a highly dynamic and rapidly evolving field that has a profound impact on how modern societies function. It is not limited to the internet alone but includes all tools used for digital communication and processing.

115. (C) The difficulty in processing the large volume of messages and data received.
Information overload is a negative effect of computer-mediated communication that occurs when an individual is exposed to a volume of messages and data that exceeds their ability to process it effectively. In the digital age, the constant flow of emails, social media updates, and news can become overwhelming, leading to stress and reduced productivity. Managing this influx of information requires specialized skills and tools to filter and prioritize the most relevant data for the user.

116. (A) Both A and R are true and R is the correct explanation of A.
Digitisation has led to media convergence because it converts all types of content, such as text, audio, and video, into a common digital format. Once reduced to binary data, these different media forms can be processed, stored, and delivered through a single network or device. This integration allows for a more seamless user experience, as various types of information can be accessed on a smartphone or computer. Convergence is a fundamental result of the digital shift.

117. (B) b, d, c, a
The logical sequence of the digital media process begins with production, such as shooting a video or recording audio. This is followed by post-production, where the content is edited and refined. Once the final product is ready, it is distributed by uploading it to a server or platform for public access. Finally, the process ends with consumption, where the audience views or listens to the media on their own devices. This workflow ensures that content is created efficiently.

118. (B) Privacy settings
The ability of a social network user to control who can view their profile and interact with their posts is managed through privacy settings. These tools allow individuals to customize their online visibility and protect their personal information from unauthorized access. By adjusting these settings, users can choose to keep their content private, share it only with specific connections,

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133. (C) The news cycle is now continuous (24/7), with the ability to publish updates instantly online.
The traditional concept of a news deadline has broken down because the digital news cycle is now continuous, operating twenty-four hours a day. With the ability to publish updates instantly online, news organizations are no longer restricted by the physical printing schedules of newspapers or fixed airtimes of broadcast news. This shift allows for more immediate reporting of breaking events as they unfold. Consequently, journalists must work in a fast-paced environment where information is constantly being updated.

134. (B) P-4, Q-1, R-2, S-3
Understanding digital media requires grasping several technical concepts. Bandwidth refers to the maximum rate of data transfer across a path. Latency is the delay before data transmission begins after an instruction. Hyperlinks are references in electronic documents that users can follow with a click. Cloud computing involves storing and accessing data over the internet instead of a local hard drive. Together, these elements form the infrastructure that supports modern communication, enabling the efficient processing and distribution of information globally.

135. (D) An individual who both consumes and produces content on a platform.
In the context of social networking, a prosumer is an individual who both consumes and produces content on a platform. This term reflects the blurring of lines between the roles of the audience and the creator in the digital age. Users no longer just passively receive information; they actively contribute by posting updates, sharing media, and engaging in discussions. This dual role is a fundamental characteristic of Web 2.0, where the value of a platform is driven by participant contributions.

136. (A) To mark keywords or topics in a post, facilitating search and content aggregation.
The main purpose of hashtags on social networking platforms is to mark specific keywords or topics within a post. This practice facilitates searchability and the aggregation of content related to a particular subject. By clicking on a hashtag, users can easily find other posts that use the same tag, making it easier to follow conversations or stay informed about current events. Hashtags are a critical tool for organizing the vast amount of user-generated content on modern platforms like Twitter.

137. (C) It is based on the idea of individuals renting or sharing assets they own, such as cars or spare rooms.
The sharing economy is a business model enabled by web and mobile technology that allows individuals to rent or share assets they own, such as cars or spare rooms. Platforms like Airbnb and Uber facilitate these transactions between peers, often at a lower cost than traditional commercial services. This economic model emphasizes the efficient use of resources and the power of peer-to-peer networking. It has disrupted traditional industries and created new opportunities for individuals to earn income.

138. (A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
The rise of web-enabled media has led to a decline in revenue for many legacy media outlets because news is now widely available for free online. Social media platforms and digital news sites often provide information without requiring a subscription, making it difficult for traditional organizations to sell physical newspapers or paid access. This shift has forced legacy media to adapt by finding new monetization strategies, such as digital advertising and tiered membership models, to remain financially sustainable and competitive.

139. (D) An effective strategy of mobile adaptation by tailoring content for the platform.
A news organization that creates short, vertically-oriented videos for platforms like TikTok or Instagram is demonstrating an effective strategy for mobile adaptation. By tailoring content to the specific format and user behavior of these platforms, the organization ensures that its work is easily consumable and engaging for a younger, mobile-first audience. This approach recognizes that different digital channels require different storytelling techniques to reach people effectively and maintain relevance in a diverse and rapidly changing media landscape.

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initiative aims to create an inclusive environment where all citizens can access services and information through various digital channels and platforms.

126. (D) By providing access to high-quality teachers and resources to students in remote areas via the internet.
ICT in education helps bridge the urban-rural divide in India by providing students in remote areas with access to high-quality teachers and resources through the internet. Online platforms and digital tools allow for the delivery of educational content that might not be locally available due to a lack of infrastructure or staff. By leveling the playing field, technology ensures that all students, regardless of their location, have the opportunity to receive a quality education and essential skills.

127. (A) G2C (Government to Citizen) e-governance.
A government website that allows citizens to track the status of their passport application is an example of Government-to-Citizen (G2C) e-governance. This service improves the efficiency of administrative processes by providing users with direct access to information without requiring a physical visit to a government office. It promotes transparency and convenience, illustrating how digital technology can enhance the relationship between the state and its people by making essential services more accessible and easier to navigate for everyone.

128. (B) It is a collection of computers used to process and generate the final high-quality images from the 3D models.
In 3D animation production, a render farm is a collection of high-performance computers used to process and generate the final high-quality images from the 3D models. The rendering process is extremely computationally intensive, especially for complex scenes with detailed textures and lighting. By distributing the workload across multiple machines, a render farm significantly reduces the time needed to complete the final output. This infrastructure is essential for professional studios to meet production deadlines and achieve visual realism.

129. (B) The lack of sound and lower frame rate/fewer frames in a GIF.
The main differences between a GIF and a full-fledged animation typically involve the lack of sound and a lower frame rate or fewer total frames in the GIF format. GIFs are designed to be short, looping, and easy to share on the web, often with limited color palettes and no audio. In contrast, full animations are more complex, offering synchronized sound, higher frame rates for smoother motion, and longer narratives. Each format serves a different purpose within the digital landscape.

130. (C) a and b are correct.
In the field of animation, 3D models are constructed within a virtual space using the X, Y, and Z axes to represent height, width, and depth. Conversely, 2D animation only utilizes the X and Y axes, creating a flat visual style. While CGI is a powerful tool for modern animation, stop motion is a physical technique rather than being solely computer-generated. Both keyframes and in-between frames are critical components, as they work together to establish movement.

131. (C) a, b, and c only
Information and communication technology serves multiple roles in modern society, acting as a conduit for information, a tool for processing data, and a medium for interaction. These technologies have integrated into daily life, enhancing efficiency and connectivity across various sectors. While ICT has transformed communication, it has not completely replaced all older forms, such as face-to-face interaction or physical print. Furthermore, its applications extend beyond entertainment to include education, health, and governance, making it a fundamental societal part.

132. (D) A telephone conversation on a landline.
A traditional telephone conversation on a landline is not considered computer-mediated communication because it does not involve the use of a computer or a digital network for data transmission. CMC specifically refers to interactions that are facilitated by networked devices, such as email, video conferences, or online forums. These digital platforms allow for the exchange of various types of information and often support asynchronous communication. Landline calls rely on legacy analog or circuit-switched systems instead of computers.

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which is a significant ethical concern in the new media environment.

90. (C) Statement I is true but Statement II is false.
The ethics of new media demand that journalists maintain transparency by clearly acknowledging methods and issuing corrections when errors occur. Although digital content is easily modified, simply changing a mistake without notice is insufficient and can damage public trust. Media organizations have a responsibility to be accountable for their reporting by providing corrected information promptly and transparently. This practice ensures that the audience remains well-informed and that the integrity of digital journalism is upheld for all readers.

91. (D) To provide a platform for citizens to access services, give feedback, and monitor government actions.
Online media facilitates e-governance by providing a multi-functional platform where citizens can access government services, offer direct feedback on policies, and monitor administrative actions. Rather than being a simple propaganda tool, it encourages a two-way dialogue between the state and its people. This interactivity promotes transparency and empowers citizens to participate more actively in the democratic process. By making information and services available online, the government becomes more responsive to the needs of the public.

92. (B) ICT in education, providing Massive Open Online Courses (MOOCs).
The SWAYAM platform is a significant initiative of the Government of India that demonstrates the use of ICT in education. It provides Massive Open Online Courses, allowing students and professionals to access high-quality educational resources from anywhere in the country. By offering courses across various disciplines, SWAYAM helps bridge the educational divide and promotes lifelong learning. It is an essential component of the national effort to leverage technology to provide equitable and accessible education for all Indian citizens.

93. (C) Empowering marginalized communities with access to information and markets.
A key benefit of using ICT for development is the empowerment of marginalized communities through improved access to information and global markets. Technology allows individuals in remote or underserved areas to connect with resources that were previously unavailable, such as health information, educational content, and economic opportunities. By reducing the digital divide, ICT helps promote social inclusion and economic growth, ensuring that all segments of society can benefit from the advancements of the modern digital age.

94. (A) a, b, and d only
ICT in education offers the potential to provide high-quality resources regardless of a student's location, helping to bridge the urban-rural divide. However, its success depends heavily on proper teacher training and the integration of technology into teaching methods. The digital divide remains a significant barrier that must be addressed to ensure equitable access. While technology enriches learning, it does not automatically guarantee improved outcomes for all students without a well-rounded and supported educational and social framework.

95. (A) A sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film.
In animation production, a storyboard is a series of drawings that visually represent the planned shots for a film or sequence. It often includes directions for movement and snippets of dialogue, acting as a visual script for the entire project. Storyboarding allows the creative team to pre-visualize the story and plan complex scenes before the actual animation begins. It is an essential tool for organizing the narrative flow and ensuring that all participants understand the specific director's vision.

96. (B) Stop Motion (Claymation)
Films like 'Wallace and Gromit' and 'Shaun the Sheep' are primary examples of stop-motion animation, specifically using the claymation technique. This process involves photographing physically crafted characters and sets frame by frame, with small adjustments made to the figures between each shot. The result is a distinct, tactile visual style that differs significantly from 2D drawings or 3D digital models. This labor-

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140. (A) Both A and R are true and R is the correct explanation of A.
VoIP technology has significantly reduced the cost of international communication by transmitting voice calls as digital data over the internet. This method allows users to bypass the traditional per-minute charges imposed by international telephone carriers for physical circuit-switched lines. By leveraging existing broadband infrastructure, VoIP provides a more cost-effective alternative for both personal and professional communication. This shift has made global connectivity more accessible and affordable for a wider range of people and media organizations around the world.

141. (C) A deepfake
A deepfake is a serious ethical issue in the digital age, involving the use of artificial intelligence to create highly realistic fake videos. In these videos, a person's likeness and voice are manipulated to make it appear as though they said or did something that never actually occurred. This technology poses a significant threat to information accuracy and can be used for misinformation or harassment. Identifying and combating deepfakes is a major challenge for journalists, tech companies, and policymakers globally.

142. (D) The reduction of corruption by minimizing face-to-face interactions between citizens and officials.
A significant benefit of e-governance for citizens is the potential reduction of corruption through the minimization of face-to-face interactions between the public and government officials. By moving administrative processes online, the government can create more transparent and automated systems where decisions are based on predefined rules rather than individual discretion. This digital approach makes it more difficult for corrupt practices to take place and ensures that services are delivered more fairly and efficiently to all members of society.

143. (A) A government ministry using its official Twitter handle to disseminate information during a crisis.
A government ministry using its official Twitter handle to disseminate important information during a crisis is a clear example of online media being used for e-governance. This approach allows for the rapid and widespread communication of critical updates to the public, ensuring that citizens remain informed and safe. By leveraging social media platforms, government institutions can reach a larger audience more quickly than through traditional methods, demonstrating the power of digital tools in modern administrative and emergency communication.

144. (B) Leverage ICT to make education more accessible and to improve the quality of learning.
The National Mission on Education through ICT in India aims to leverage technology to make education more accessible and to improve the overall quality of learning. By providing digital infrastructure and resources, the mission seeks to bridge the educational divide and empower students and teachers with modern tools. Rather than simply replacing textbooks, it focuses on integrating ICT into the pedagogical process to enhance engagement and outcomes. This national effort is essential for creating an inclusive society.

145. (B) Control the model's movement and make it posable.
In 3D animation, rigging is the process of adding a digital skeleton or "rig" to a character model. This structure allows the animator to control the model's movement and make it posable, similar to how a physical puppet is manipulated. By defining how the different parts of the model interact and move, rigging forms the basis for all character animation in a three-dimensional space. It is a technical but highly creative stage that ensures characters can perform complex actions.

146. (A) An animated web series created using software like Adobe Animate (formerly Flash).
An animated web series created using software like Adobe Animate is a prime example of 2D computer animation. Unlike traditional hand-drawn methods, this technique uses digital tools to create and animate characters in a flat, two-dimensional space. It allows for more efficient production through features like tweening and digital coloring. While the final product may look similar to traditional animation, the entire process is performed on a computer, highlighting

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or make it public. Effective privacy management is a critical aspect of personal safety and data protection in digital environments.

119. (D) An algorithmically curated stream of content from a user's connections and followed pages.
In modern social networking, a news feed or timeline is an algorithmically curated stream of content that shows updates from a user's connections and followed pages. Instead of a simple chronological list, the platform uses complex algorithms to prioritize posts that are most likely to interest the user based on their previous behavior and interactions. This feature keeps users engaged by providing a personalized experience, but it also raises concerns about transparency and the creation of echo chambers.

120. (A) An innovation that creates a new market and network, eventually disrupting an existing market.
Disruptive innovation refers to a process where a new technology or business model creates a new market and value network, eventually disrupting an existing one. In the context of web-enabled media, examples include how digital streaming services disrupted the traditional DVD rental market. These innovations often start by serving a small or overlooked segment of the population and then grow to challenge established industry leaders. Understanding this concept is essential for navigating the rapidly changing digital and media sectors.

121. (C) It enables targeted advertising, which is more effective and commands higher prices.
Audience data is exceptionally valuable in the web media economy because it enables highly precise targeted advertising. By understanding user interests, demographics, and behaviors, platforms can show specific ads to the individuals most likely to be interested in them. This effectiveness makes targeted advertising more valuable to businesses, allowing platforms to command higher prices for their ad space. This model serves as the primary financial foundation for many of the most successful digital services and social networks available.

122. (A) Both Statement I and Statement II are true, and Statement II explains the concept mentioned in Statement I.
The increase in mobile media consumption has made responsive design a critical requirement for modern websites. Responsive design ensures that a site's layout and content automatically adapt to different screen sizes, providing an optimal user experience across desktops, tablets, and smartphones. By using flexible grids and images, this approach allows media organizations to reach their audience effectively regardless of the device being used. This strategy is essential for maintaining engagement and accessibility in a world where mobile usage grows.

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123. (D) High-speed mobile data and live-streaming apps.
When a journalist uses a smartphone to conduct a live video broadcast, they are leveraging high-speed mobile data and specialized streaming applications. This form of mobile adaptation allows for immediate reporting from the field without the need for traditional, bulky equipment like satellite trucks. The ability to broadcast live from almost anywhere with a mobile signal has significantly increased the speed and flexibility of news gathering, enabling reporters to share breaking news with a global audience as it happens.

124. (B) Using a sensationalized or misleading headline to entice users to click on a link.
Clickbait is an ethical issue in new media that refers to the practice of using sensationalized or misleading headlines to entice users to click on a digital link. The primary goal is to generate traffic and ad revenue, often at the expense of accuracy or quality. While it can increase clicks, this tactic can mislead the audience and damage the credibility of the publisher. Ethical journalism requires a balance between attracting attention and providing honest, informative content for users.

125. (C) Mandatory Use of a Single Designated Social Media Platform
The mandatory use of a single designated social media platform is not a part of the core infrastructure pillars of the Digital India initiative. The programme focuses on three main areas: digital infrastructure as a utility for every citizen, governance and services on demand, and the digital empowerment of the population. By promoting connectivity and digital literacy, the

social media, professionals can bypass traditional barriers to entry and find new ways to advance their careers and monetize their specific creative skills.

154. (A) E-commerce involves selling physical or digital goods, while web-media economics is about monetizing content and attention.
The primary difference between e-commerce and the economics of web-enabled media is the nature of the transaction. E-commerce focuses on the direct sale of physical or digital goods to consumers. In contrast, web media economics centers on the monetization of content and audience attention, often through models like advertising or subscriptions. While some platforms may engage in both, understanding these distinct strategies is essential for analyzing the different ways digital businesses generate revenue and sustain operations in the marketplace.

155. (A) Both Statement I and Statement II are true, and Statement II provides examples supporting Statement I.
The shift toward web-enabled media has fostered a "creator economy" where individual producers can earn a living directly from their work and audience. Platforms like YouTube, Substack, and Patreon provide the infrastructure for monetization through various means such as ad revenue sharing, paid subscriptions, and direct donations. This shift empowers creators by allowing them to bypass traditional media organizations and build independent businesses. It represents a significant change in the economic structure of content production and distribution globally.

156. (B) An episodic series of digital audio files that a user can download to a personal device for easy listening.
A podcast is an episodic series of digital audio files that a user can download to a personal device for easy listening at their convenience. The term is a blend of "iPod" and "broadcast," reflecting its origins in portable digital media. Unlike traditional radio, podcasts are on-demand, allowing listeners to subscribe to favorite shows and consume content whenever they choose. They have become a popular medium for storytelling, news, education, and entertainment, offering a wide range of niche topics.

157. (C) Privacy and surveillance
The extensive collection and use of personal data by new media platforms raise serious ethical concerns regarding individual privacy and the potential for surveillance. As companies gather information on user behavior and preferences for monetization, the risk of data misuse or unauthorized access increases. These concerns highlight the need for robust data protection laws and transparent practices to ensure individuals maintain control over their information. Balancing the benefits of personalized services with the fundamental right to privacy is a challenge.

158. (C) b and c only
Ethical challenges in the new media environment include the potential for anonymity to foster irresponsible behavior like trolling and the threat posed by the digital manipulation of images and videos. These issues can damage social discourse and undermine the authenticity of information. Contrary to some beliefs, the speed of online communication actually increases the importance of fact-checking. Furthermore, copyright laws do apply to internet content, and information found on social media must be critically evaluated rather than being assumed.

159. (A) Promote inclusive growth and empower citizens.
In a country like India, the primary goal of using ICT for development is to promote inclusive growth and empower citizens through improved access to information and essential services. By bridging the digital divide, technology ensures that people in remote or marginalized communities can participate in the modern economy and society. This includes providing tools for education, health, and financial inclusion. These efforts aim to reduce inequality and ensure that the benefits of digital progress are shared.

160. (B) Government-to-Business (G2B)
An e-governance portal that allows businesses to apply for licenses and file taxes online is a prime example of a Government-to-Business (G2B) service. These initiatives streamline

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175. (A) The process of converting analog signals or information into a binary format.
Digitisation in the media context refers to the fundamental process of converting analog signals or information into a digital, binary format consisting of ones and zeros. This conversion allows for the efficient storage, processing, and transmission of data across computer networks. It ensures that diverse forms of content, such as text, audio, and video, can be easily manipulated and shared without loss of quality. Digitisation is the core technology that underpins all aspects of modern media systems.

176. (D) It is based on connections between user profiles.
A defining characteristic of social networking is that it is built on the connections between different user profiles. These platforms provide a digital space where individuals or entities can represent themselves and articulate a list of other users with whom they share a relationship. By allowing users to view and traverse these connections, social networks facilitate communication, content sharing, and community building. This interactive and networked structure differentiates social networking from traditional broadcast media or information sources.

177. (B) Metered paywall
An economic model where an online newspaper allows a user to read a limited number of articles for free each month before requiring a paid subscription is known as a metered paywall. This approach aims to attract a large audience through free content while also generating revenue from the most frequent and engaged readers. It balances accessibility with financial sustainability, allowing media organizations to monetize their work in a way that respects the habits of casual and loyal consumers.

178. (A) Internet Protocol (IP) networks
New generation telephony primarily leverages Internet Protocol (IP) networks for communication, rather than traditional copper wires or analog radio waves. By transmitting voice and video as digital data packets, these technologies offer higher quality, greater flexibility, and lower costs for both domestic and international calls. Systems like VoIP and VoLTE represent the modernization of telecommunications, integrating voice services into the broader digital data infrastructure. This shift is essential for supporting the complex and diverse communication needs of society.

179. (C) Accuracy and verification
A primary challenge for new media organizations is balancing the demand for immediate reporting with the essential need for accuracy and verification. The speed of the digital news cycle can pressure journalists to publish stories quickly, but releasing unverified information can damage their credibility and mislead the public. Maintaining high journalistic standards in a fast-paced environment is critical for building audience trust. Ethical news gathering requires a commitment to fact-checking, even when faced with digital landscape competitive pressures.

180. (D) Facilitate direct benefit transfers and financial inclusion.
The JAM trinity in India is a significant application of ICT for development, aiming to facilitate direct benefit transfers and promote financial inclusion. By linking bank accounts, biometric identification, and mobile phones, the initiative ensures that social welfare payments reach the intended recipients efficiently and without leakage. This digital approach reduces corruption and empowers marginalized populations by providing secure access to financial services. It demonstrates the power of technology to improve governance and support large-scale social and economic development.

181. (C) Providing a platform for public debate and feedback on policies.
Online media enhances e-governance by providing a vital platform for public debate and feedback on government policies and actions. These digital channels allow for a two-way dialogue between the state and its citizens, fostering greater transparency and participation in the democratic process. By encouraging the public to share their views and monitor administrative performance, technology helps ensure that the government remains responsive to the needs of the people. This interactive role is essential for accountable governance systems.

182. (B) Animation

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with them. This effectiveness makes the ad space more valuable to businesses, providing a major source of revenue for the platform. This data-driven model is a fundamental part of the economics of the modern digital sectors.

168. (A) Mobile adaptation of content format.
A podcast that discusses trends in mobile journalism is a prime example of the mobile adaptation of content formats. It utilizes a digital audio medium that is perfectly suited for consumption on mobile devices, allowing the audience to listen while on the move. This approach recognizes the shift toward mobile-first media and provides information in a way that is convenient and accessible for a modern audience. It demonstrates how media organizations can adapt their delivery to meet user preferences.

169. (A) Both A and R are true and R is the correct explanation of A.
The rise of new media has created complex ethical and legal challenges regarding copyright because digital technology makes it exceptionally easy to copy and distribute content. Information can be shared globally almost instantaneously, often without the permission of the original rights holder. This ease of reproduction has led to significant concerns about the protection of intellectual property and the economic viability of creative work. Addressing these issues requires a balance between promoting information sharing and respecting legal rights.

170. (A) To increase equity and access to quality education.
A primary objective of integrating ICT into the education system of a developing country like India is to increase equity and expand access to quality learning. Technology can overcome geographical barriers, providing students in remote areas with resources that might otherwise be unavailable. By offering digital textbooks, online courses, and interactive tools, the initiative aims to provide every learner with the opportunity to develop essential skills and knowledge, regardless of their background or location, fostering an inclusive society.

171. (D) C2G (Citizen-to-Government) e-governance
A citizen who uses an online portal to file a complaint about a broken streetlight is engaging in Citizen-to-Government (C2G) e-governance. This digital interaction improves the efficiency of public services by allowing individuals to report issues directly to the relevant authorities and track the progress of their resolution. It promotes administrative transparency and responsive governance, illustrating how information technology can enhance the relationship between the state and its people by making civic participation more accessible and convenient.

172. (B) Rendering
Rendering is the final step in the 3D animation process, where the computer calculates and generates the final high-quality images from the prepared digital scene. During this stage, the software processes all information regarding models, textures, lighting, and movement to create each individual frame of the animation. Because this task is computationally intensive, it can take a significant amount of time, especially for complex projects. The final output of the rendering process is the finished film.

173. (A) c, b, d, a
The correct chronological order for animation production begins with storyboarding, where the visual narrative is planned. Next is modeling, the process of creating the digital characters and objects. This is followed by texturing and rigging, which add visual detail and control structures to the models. The final stage is rendering, where the computer generates the final images from all the prepared data. This workflow ensures each part of the animation is systematically developed before the output is produced.

174. (C) a, b, c, and d
Computer-mediated communication has several distinct effects, including a reduction in non-verbal cues and the ability to connect people across vast distances. These features allow for the creation of vibrant online communities based on shared interests, regardless of geography. However, the lack of tone and facial expressions can also lead to potential misunderstandings during digital interactions. Recognizing both the advantages and the challenges of CMC is essential for effective communication and for fostering healthy relationships in the modern landscape.

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provides a rich and engaging visual experience well-suited for a variety of topics, including news and education. Vodcasting highlights the increasing importance of visual content in the modern digital and mobile media landscape.

217. (C) Acknowledging errors publicly and providing correct information promptly.
For journalists in the digital age, being transparent about corrections means publicly acknowledging any errors in their reporting and providing the correct information as quickly as possible. This practice is essential for maintaining journalistic integrity and building audience trust. In an environment where information can spread rapidly, simply deleting an incorrect post without explanation is insufficient. By being honest and accountable for mistakes, media professionals demonstrate their commitment to truth and accuracy, ensuring that the public remains well-informed.

218. (A) Access to digital textbooks and e-resources through a mobile app.
The e-Pathshala initiative in India is a significant example of ICT in education, providing access to digital textbooks and educational resources through a mobile application. This platform allows students and teachers to access high-quality learning materials from anywhere, helping to overcome geographical barriers and improve the quality of education. By providing resources in multiple formats and languages, e-Pathshala promotes inclusive learning and supports the national effort to leverage technology for educational development and the digital empowerment of students.

219. (D) To create and enforce laws and regulations.
Creating and enforcing laws is the role of the legislative and judicial branches of government, rather than the role of online media in e-governance. Digital platforms are used to disseminate information, provide services, and facilitate public feedback, but they do not have the authority to establish legal frameworks. Online media serves as a tool for communication and accountability, helping to ensure the governance process is transparent and responsive, but the actual power to govern remains with elected officials and legal institutions.

220. (B) Give a sense of weight, volume, and flexibility to an object.
In animation, "squash and stretch" is a fundamental principle used to give characters and objects a sense of weight, volume, and flexibility. By exaggerating the deformation of an object as it moves, animators make the motion appear more fluid and lifelike. For example, a bouncing ball will squash as it hits the ground and stretch as it speeds through the air. This technique is essential for creating expressive and dynamic animation, adding personality and visual appeal to both 2D and 3D projects.

221. (C) Computer-Generated Imagery
In the context of animation and media, CGI stands for Computer-Generated Imagery. It refers to the wide range of visual content created or enhanced using digital computer software. CGI is a critical technology for modern filmmaking, television, and gaming, allowing for the creation of realistic 3D models, complex visual effects, and entire digital worlds. By leveraging the power of modern computers, artists can produce imagery that would be impossible or prohibitively expensive to achieve through traditional hand-drawn or stop-motion techniques.

222. (D) Converting it into a series of 1s and 0s (binary code).
Digitisation fundamentally changes media content by converting it into a series of ones and zeros, known as binary code. This transformation allows different types of information, such as text, audio, and video, to be processed, stored, and transmitted by computer systems using a common digital language. This unified format facilitates media convergence and ensures content can be easily shared and reproduced without any loss of quality. Digitisation is the core technology that enables the efficient and widespread distribution of modern media.

223. (A) It has enabled interactivity, personalization, and user participation.
The primary role of ICT in the transformation of mass media has been to enable interactivity, personalization, and active user participation. Unlike the traditional one-to-many broadcast model, digital technology allows for two-way communication and the tailoring of content to individual preferences. This shift has empowered

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The core concept of animation is the display of a sequence of static images in rapid succession to create the illusion of continuous movement. This process relies on the persistence of vision, a characteristic of human perception where the eye retains an image for a split second. Whether produced through traditional hand-drawn methods, stop motion, or digital computer-generated imagery, the sequential presentation of images is the fundamental foundation of all animated media, from simple cartoons to feature films.

183. (D) Two keyframes
In the animation production process, tweening is the essential task of generating the intermediate frames that exist between two primary keyframes. This technique is used to create smooth and fluid movement as a character or object transitions from one major pose to the next. In modern digital animation, software often automates much of this process by calculating the necessary changes in position and shape. Tweening ensures that the animation is visually convincing and that the motion appears continuous and natural.

184. (A) The entire lifecycle of media: production, distribution, and consumption.
The role of ICT in media is comprehensive, affecting the entire lifecycle of content from production and distribution to its final consumption by the audience. Information technology provides creators with advanced tools for editing and effects, offers diverse digital channels for reaching people globally, and enables users to access media on multiple devices at their convenience. Rather than being limited to a single stage, ICT acts as the overarching framework that defines how modern media is created and shared.

185. (C) The unbundling of content (e.g., buying a single song instead of a whole album).
A key impact of ICT on traditional mass media business models is the "unbundling" of content, which allows consumers to purchase individual items rather than entire collections. For example, people can now buy a single song instead of a whole album or subscribe to specific digital news sections rather than a full newspaper. This shift has disrupted traditional revenue streams and forced media organizations to find new ways to monetize their work in a highly fragmented and consumer-driven digital marketplace.

186. (A) All social networking sites have the same features and user base.
It is incorrect to assume that all social networking sites have the same features and user base. In reality, different platforms are designed with specific purposes in mind, such as professional networking, media sharing, or microblogging. Each site attracts a unique demographic and encourages different types of interaction and content creation. Understanding the diversity within the social networking landscape is essential for effectively using these tools for communication, marketing, or community building in our complex digital and social world.

187. (D) The advertiser pays the publisher only when the ad is clicked.
In the commerce of web-enabled media, "pay-per-click" is an advertising model where the advertiser only pays the publisher or platform when a user actually clicks on their advertisement. This performance-based approach ensures that businesses are only charged for ads that successfully drive traffic to their website. It is a fundamental part of digital marketing, allowing for more precise control over advertising budgets and helping companies measure the direct impact and return on investment of online promotional efforts.

188. (B) A growing percentage of the audience consumes media primarily on mobile devices.
Mobile adaptation is critical for media companies because a growing percentage of the global audience now consumes media primarily on smartphones. As user behavior shifts away from traditional television and desktop computers, organizations must ensure that their content is easily accessible and optimized for small screens. This includes creating responsive websites, developing dedicated apps, and producing specific mobile formats. Staying relevant in the modern age requires meeting the audience where they are most active: on mobile devices.

189. (C) The rapid and unchecked spread of misinformation and disinformation.
A significant ethical challenge in the contemporary media landscape is the rapid

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203. (D) The ability to instantly view, edit, and share photos without the need for film or chemical processing.
Digitisation has transformed photography by allowing individuals to instantly view, edit, and share images without the need for traditional film or chemical processing. Digital cameras and smartphones store photos as data files, making it easy to manipulate them using software and distribute them across the internet. This shift has democratized photography, making it more accessible to the general public and allowing for more creative experimentation. It has fundamentally changed how we capture and experience visual memories.

204. (B) Ordinary citizens play an active role in collecting, reporting, analyzing, and disseminating news.
Citizen journalism is a modern phenomenon where ordinary individuals play an active role in collecting, reporting, analyzing, and disseminating news, often through social media and mobile technology. This practice allows for a more diverse range of perspectives and can provide real-time coverage of events that traditional news organizations might miss. While it lacks formal editorial oversight, citizen journalism empowers the public and fosters a more participatory media environment. It highlights the democratizing power of ICT.

205. (C) A user performing a desired action, such as making a purchase or signing up for a newsletter.
In the economics of web-enabled media, a "conversion" refers to a situation where a user performs a specific, desired action, such as making a purchase, signing up for a newsletter, or downloading a resource. Conversions are a key metric for measuring the effectiveness of a digital marketing strategy or the success of a website's user experience. By tracking conversion rates, media organizations and businesses can understand how well their content and design are driving the desired outcomes for their specific audience.

206. (D) It allows for cost-effective and integrated communication solutions (voice, video, messaging) for global teams.
A primary benefit of new generation telephony like VoIP for media organizations is that it provides cost-effective and integrated communication solutions. These systems allow global teams to use a single platform for voice calls, video conferencing, and instant messaging, facilitating better collaboration and information sharing. By leveraging internet infrastructure, media houses can reduce communication costs and improve efficiency, ensuring that their staff can stay connected regardless of location. This integration is essential for managing modern, globally-distributed production teams.

207. (A) Media houses should seek permission and provide proper attribution when using UGC.
When using user-generated content, media houses have an ethical responsibility to seek permission from the creator and provide proper attribution for their work. Even though UGC is often shared on public platforms, it remains the intellectual property of the individual who created it. Respecting these rights is essential for maintaining integrity and building trust with the audience. Media professionals must also verify the accuracy and authenticity of UGC before publication to ensure they are providing reliable information.

208. (B) Technology-driven, efficient, and aims for wider reach.
The 'e' in e-governance stands for 'electronic,' representing a governance model that is technology-driven and designed for greater efficiency and wider reach. By using digital tools, the government aims to modernize administrative tasks and improve the delivery of services to all citizens. This electronic approach simplifies interactions between the state and the people, making governance more transparent and accessible. It is a fundamental part of national efforts to leverage technology for social and economic development in our digital era.

209. (B) Online media facilitating participatory governance.
The use of online platforms like MyGov.in in India for policy feedback and suggestions is a prime example of online media facilitating participatory governance. These digital tools allow citizens to share their ideas, participate in discussions, and contribute directly to the decision-making process. By providing a platform for public engagement, the government

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196. (D) Subscription-based
The primary economic model for services like Netflix and Spotify is subscription-based, where users pay a recurring fee for unlimited access to a library of digital content. This model provides these platforms with a steady and predictable revenue stream, allowing them to invest in original programming and licensed material. By prioritizing a paid membership experience, these companies can offer ad-free environments and personalized recommendations, catering to the needs of a diverse global audience that values convenience and high-quality entertainment.

197. (D) Immediacy and the ability to report from anywhere with a mobile signal.
A major advantage of mobile journalism is its immediacy and the ability for a single reporter to gather and disseminate news from almost any location with a mobile signal. By using portable devices like smartphones, journalists can cover breaking events in real-time without the need for a large production crew or complex logistics. This flexibility allows for more timely and diverse reporting, ensuring that important stories can be shared with a global audience as they unfold, even from challenging environments.

198. (B) Journalists and media organizations should take responsibility for their work, including correcting errors.
The principle of accountability in new media means that journalists and media organizations have a responsibility to take ownership of their work, which includes being transparent about their methods and promptly correcting any errors. In a fast-paced digital environment where information can be updated easily, maintaining accountability is essential for building and preserving audience trust. By acknowledging mistakes and providing accurate information, media professionals demonstrate their commitment to integrity and the public's right to honest and reliable news reporting.

199. (D) "Digital divide" between those with and without access to technology.
A primary goal of using ICT for development in India is to bridge the "digital divide," which refers to the inequality between those who have access to modern technology and its benefits and those who do not. By expanding connectivity and providing digital literacy programs, the initiative aims to ensure that people in rural and marginalized communities can participate in the digital economy and access essential services. Reducing this gap is crucial for promoting equitable growth and ensuring national social inclusion.

200. (A) P-3, Q-1, R-4, S-2
Understanding animation involves several key concepts. Keyframes are drawings that mark the start or end of a movement. In-betweens are the images that exist between keyframes to ensure smooth motion. The frame rate refers to the number of frames displayed per second, affecting the fluidness of the animation. A storyboard is a visual script composed of thumbnail images that plans out the sequence of shots. Together, these elements form the technical and creative foundation for producing professional-quality animated content.

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201. (C) The plural of medium; channels or tools used to store and deliver information or data.
In the context of ICT, the term "media" is most accurately defined as the plural of medium, referring to the various channels or tools used to store, process, and deliver information or data. This includes a wide range of formats such as digital text, audio, video, and interactive content. Understanding media as a means of communication highlights its role in the exchange of information between creators and audiences across different platforms and technological devices in modern society.

202. (A) Online disinhibition effect
The online disinhibition effect is a psychological phenomenon where individuals feel more comfortable disclosing personal information and behaving more openly in digital communication than they would in face-to-face interactions. This effect is often driven by the anonymity, physical distance, and perceived invisibility provided by computer-mediated platforms. While it can lead to more honest and meaningful connections, it can also result in irresponsible behavior. Recognizing this effect is important for understanding social dynamics and promoting healthy interactions in online environments.

and unchecked spread of misinformation and disinformation through social networks. The ease of sharing digital content allows false or misleading information to reach a vast audience almost instantaneously, often before it can be effectively fact-checked or debunked. This phenomenon can mislead the public, damage reputations, and undermine trust in news organizations. Addressing this issue requires a combined effort from tech platforms, journalists, and a well-informed audience.

190. (A) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I.
E-governance aims to increase transparency in government administration by making essential processes and data available to the public online. By putting information regarding policy decisions and the use of public funds on digital platforms, the government allows citizens to see how their leaders operate and how their money is being spent. This accessibility fosters greater accountability and trust, illustrating how digital technology can enhance the relationship between the state and its people by providing clear information.

191. (A) Creating movement in a flat, two-dimensional space.
One of the fundamental concepts behind 2D animation is the creation of movement within a flat, two-dimensional visual space. This technique relies on images that only possess height and width, lacking the dimension of depth found in 3D animation. Movement is achieved by displaying a sequence of slightly different drawings in rapid succession. While digital tools have modernized the production process, the core aesthetic of 2D animation remains centered on the creative use of flat, often hand-drawn or vector-based visuals.

192. (D) a, b, c, d, and e are all integral parts
The ICT ecosystem is a comprehensive system composed of hardware, software, networks, data, and the people who use and create them. Each of these components is integral to the functioning of modern information and communication systems. Hardware provides the physical devices, software offers the applications, and networks enable connectivity. Data represents the content being processed and shared, while people are the essential users and creators who drive the technology's development and application across all society.

193. (B) New words, acronyms (e.g., LOL), and the use of emoticons/emojis.
Computer-mediated communication has had a noticeable impact on language, leading to the emergence of new words, acronyms like LOL, and the widespread use of emojis and emoticons. These digital symbols and shorthand help users convey tone and emotion in text-based messages, compensating for the lack of traditional non-verbal cues. This evolution reflects the informal and fast-paced nature of digital interaction, showing how technology can reshape communication habits and influence the way we express ourselves in the modern world.

194. (A) Disruptive, causing a decline in print circulation and advertising but opening new digital opportunities.
The impact of ICT on the newspaper industry is best described as disruptive, as it has caused a significant decline in print circulation and traditional advertising revenue. However, it has also opened up new digital opportunities for reaching a global audience and exploring alternative monetization models like subscriptions and targeted ads. Many newspapers are now transforming into multi-platform media organizations, balancing their physical legacy with a strong digital presence to remain relevant and viable in an increasingly competitive environment.

195. (C) The information shared is always factual and verified.
It is incorrect to assume that information shared on social networking sites is always factual and verified. Because these platforms allow for rapid, user-generated content, misinformation and unverified rumors can spread quickly without any formal editorial oversight. While many users share honest information, the lack of traditional gatekeepers means that audiences must be critical and cautious when consuming news on social media. Verification remains a significant challenge for both individual users and organizations managing these digital social environments.

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can become more responsive to the needs and concerns of its people. This interactive approach promotes transparency and empowers citizens to play a more active role in democratic life.

210. (A) 2D animation is drawn, while stop-motion uses physical objects.
The key difference between 2D animation and stop-motion is that 2D animation is primarily created using flat, drawn images, whereas stop-motion involves photographing physically manipulated objects in a three-dimensional space. In 2D, movement is created by displaying sequential drawings, while in stop-motion, animators move puppets or figures in small increments between each photograph. While both create the illusion of movement, they utilize different materials and techniques, resulting in distinct visual styles and production workflows.

211. (B) Modeling
In 3D animation, modeling is the essential process of creating a digital three-dimensional object or character within specialized software. This involves building the shape and structure of the model using points, lines, and polygons in a virtual space. Modeling is the first technical step in the production pipeline, providing the foundation for everything that follows, including texturing, rigging, and animation. High-quality modeling is critical for achieving a realistic and visually compelling final product in modern animated films and gaming.

212. (B) a, b, and d only
Information and communication technology is characterized by its ability to facilitate rapid communication, allow for the storage and retrieval of data, and integrate various forms of media into a single environment. These features create a dynamic and multi-functional system for information exchange. Contrary to some assumptions, ICT is not limited to telephone communication and is an ever-evolving field with constant technological advancements. Its integrated nature allows for greater efficiency and connectivity across diverse sectors, including education and governance.

213. (C) Potential misunderstandings and misinterpretation of tone.
The lack of non-verbal cues, such as facial expressions and body language, in text-based computer-mediated communication is a primary cause for potential misunderstandings and the misinterpretation of tone. Without these cues, it can be difficult for the receiver to accurately perceive the sender's intent or emotional state. To compensate for this, users often use emojis, emoticons, and creative punctuation to add emotional context to their messages. Recognizing this limitation is essential for maintaining clear communication in digital environments.

214. (B) The practice of using online platforms to build and maintain social relationships.
Social networking is defined as the practice of using online platforms to build and maintain social relationships with people who share similar interests or backgrounds. These digital services allow individuals to create profiles, connect with others, and exchange various types of content within their network. The core value of social networking lies in the interactive and community-driven nature of these platforms, facilitating communication and the growth of social capital in a global digital environment. It is a fundamental part of modern interaction.

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215. (A) Both A and R are true and R is the correct explanation of A.
The economics of many web-enabled media platforms are built on a "freemium" model, which offers basic services at no cost to attract a large user base. The goal is to convert a small percentage of these users into paying customers who will purchase premium features or a more advanced experience. This approach allows companies to build brand awareness and reach a wide audience while still ensuring a viable path to revenue generation. It is a highly effective strategy for digital content platforms.

216. (A) Distributing episodic video content in a downloadable or streamable format for mobile devices.
Vodcasting, or video podcasting, is a form of mobile adaptation that involves distributing episodic video content in a downloadable or streamable format for consumption on mobile devices. Similar to audio podcasts, vodcasts allow users to subscribe to favorite shows and view them at their convenience. This medium

administrative processes for companies, reducing bureaucracy and the time needed to comply with regulations. By providing a digital interface for these interactions, the government fosters a more efficient and transparent business environment. This transition not only benefits individual enterprises but also contributes to the overall economic growth and competitiveness of the modern nation.

161. (B) Texturing
In 3D animation, texturing is the process of applying colors, patterns, and surface properties to a digital model. This step is essential for giving character models and environments a realistic appearance, defining whether a surface looks like skin, fabric, metal, or wood. By adding these visual details, animators enhance the quality and believability of the animated scene. Texturing works alongside lighting and rendering to create the final look of the animation, transforming simple 3D shapes into compelling images.

162. (A) Animation and motion pictures.
The persistence of vision is a biological phenomenon where the human eye retains an image for a split second after it has disappeared. This principle is the fundamental basis for animation and motion pictures, as it allows the brain to perceive a sequence of static images as a single, continuous motion when they are displayed in rapid succession. Understanding this effect is essential for creating smooth movement on a screen, whether through traditional hand-drawn methods or advanced digital imagery.

163. (C) It enables interactivity, integration of different media, and fast processing.
Information and communication technology is defined by its ability to enable interactivity, integrate various forms of media, and process information rapidly. These features allow for a dynamic and two-way flow of data, distinguishing ICT from traditional, one-way broadcast systems. By combining text, audio, and video into a single digital environment, these technologies create a more comprehensive and engaging communication experience. The continuous evolution of ICT ensures that it remains at the forefront of modern social and economic developments.

164. (D) Participants can send and receive messages at different times (e.g., email).
Asynchronous communication in the context of computer-mediated communication refers to interactions where participants can send and receive messages at different times. Examples include email and online forum posts, where a response is not required immediately. This format provides flexibility for users across different time zones and allows individuals to take more time to consider their messages. It contrasts with synchronous communication, such as live video chats or instant messaging, where participants must be present and interacting simultaneously.

165. (C) Active participants and content creators
The impact of ICT on the mass media audience has been a fundamental shift from being passive consumers to becoming active participants and content creators. Through social media and other digital platforms, individuals can now share their opinions, create their own media, and influence the national discourse. This democratization of information has empowered the audience, allowing them to engage directly with content and its producers. It represents a significant change in the power dynamics of the global communication landscape.

166. (B) P-3, Q-4, R-1, S-2
Social media encompasses various types of platforms with distinct functions. Social networks like Facebook focus on connecting people and managing profiles. Media sharing sites like YouTube and Instagram are used for distributing photos and videos. Microblogging services like Twitter provide short, frequent updates. Collaborative projects like Wikipedia allow communities to create and edit content together. Understanding these categories is essential for navigating the diverse ways that people interact and share information in the modern digital and social environment.

167. (D) To enable highly targeted and personalized advertising.
The primary driver for collecting user data on web media platforms is to enable highly targeted and personalized advertising. By analyzing information on user behavior, interests, and demographics, these platforms can deliver specific ads to the people most likely to engage

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the audience, allowing them to engage directly with media producers and create their own content. ICT has turned the media landscape into a more dynamic and connected environment where information flow is increasingly controlled by users.

224. (B) The user and their connections
A key characteristic of social networking sites is that they are primarily structured around the individual user and their network of connections. While the content being shared is important, the core value of these platforms lies in the digital representation of social relationships. By allowing users to build profiles and connect with others, these sites facilitate community building and social interaction. This user-centric structure distinguishes social networking from more traditional forms of media that are organized around the content or publisher.

225. (B) Earns a commission by referring visitors to another site to make a purchase.
Affiliate marketing is a common web commerce model where a media site or content creator earns a commission by referring visitors to another business's website to make a purchase. By promoting products or services through unique referral links, the affiliate can monetize their audience and influence without having to manage their own inventory. This performance-based approach provides a valuable revenue stream for many digital platforms, highlighting the interconnected and collaborative nature of the modern digital and media economies.

226. (A) Easily and quickly understood, often through visuals and brief text.
The shift to mobile media consumption has led to the importance of "glanceable" content, which is designed to be easily and quickly understood by the user. This often involves using strong visuals, brief text, and clear headlines that can be processed at a glance, especially when users are on the move. By providing information in a concise and visual format, media organizations can better capture and maintain the attention of their audience in a fast-paced and increasingly competitive digital social landscape.

227. (C) Isolate users by showing them content that reinforces their existing beliefs.
The ethical concern that algorithmic feeds on social media can create "echo chambers" relates to the idea that these systems can isolate users by primarily showing them content that reinforces their existing beliefs. By prioritizing information based on previous behavior and interests, the algorithms can limit exposure to diverse viewpoints and alternative perspectives. This can lead to increased social polarization and a lack of critical engagement with different ideas. Addressing this issue is essential for promoting a more healthy and informed discourse.

228. (D) Access points for delivering essential public utility services, social welfare schemes, and e-governance services.
Common Services Centres in India are a vital example of ICT for development, serving as local access points for the delivery of essential public utility services, social welfare schemes, and various e-governance services. These centers bridge the digital divide by providing citizens in rural and underserved areas with access to the technology and information they need to interact with the government and improve their livelihoods. CSCs play a critical role in promoting inclusive growth and ensuring that the benefits of progress reach all.

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229. (C) The manipulation of virtual objects in a three-dimensional space with a virtual camera.
A primary concept in 3D animation is the manipulation of virtual objects and characters within a three-dimensional digital space using a virtual camera. Unlike 2D animation based on flat drawings, 3D animation involves creating digital models that have depth and can be viewed from any angle. Animators use specialized software to control the movement, lighting, and textures of these models, resulting in realistic and complex imagery. This technique has revolutionized the production of professional modern animated films, games, and effects.

230. (B) Persistence of vision and frame-by-frame progression
A flipbook provides a simple and tangible example of the fundamental animation concept of persistence of vision and frame-by-frame progression. By flipping through a series of slightly different drawings in rapid succession, the user creates the illusion of a

interest, or political agenda. This often involves using fake accounts or automated bots to simulate a groundswell of public support. Astroturfing can mislead the public and damage the integrity of online discourse by creating a false impression of popular opinion. Identifying and exposing these deceptive practices is essential for maintaining transparency in digital and media sectors.

245. (C) Reduce leakages and corruption in the Public Distribution System.
An ICT-based development project that uses Aadhaar-linked biometrics for the distribution of food rations aims to reduce leakages and corruption within the Public Distribution System. By ensuring that only the intended recipients can access the rations, the digital approach minimizes the opportunity for unauthorized diversion of food. This system promotes administrative efficiency and ensures that essential social welfare benefits reach vulnerable populations. It is a significant example of how technology can improve governance and support large-scale social development goals.

246. (B) Draws the key poses (keyframes) first and then draws the in-between frames.
In animation production, the pose-to-pose method is a technique where the animator draws the key poses, known as keyframes, first and then fills in the intermediate, in-between frames. This approach allows for greater control over the timing and structure of the movement, ensuring that the character reaches the desired positions at the right moments. It contrasts with "straight ahead" animation, where the animator draws every frame in sequence. Pose-to-pose is a fundamental method used in traditional and digital animation.

247. (D) A person who was born or brought up during the age of digital technology.
A digital native is defined as a person who was born or brought up during the age of digital technology and is therefore familiar with computers, the internet, and mobile devices from an early age. This generation typically possesses a high degree of digital literacy and is comfortable using technology for communication and learning. Understanding the characteristics of digital natives is essential for media organizations, educators, and businesses to effectively engage with an audience that has grown up in a highly connected world.

248. (A) Monitor the vast flow of information online and help the public make sense of it.
The impact of ICT on media has led to a shift from a traditional 'gatekeeper' model to a 'gatewatcher' model. In this new role, media professionals increasingly focus on monitoring the vast flow of information available online and helping the public make sense of it. Instead of controlling what information reaches the audience, they provide context, analysis, and verification for the diverse range of content already accessible. This change reflects the democratizing power of technology and the need for media adaptation.

249. (C) Government taxes on internet usage
Government taxes on internet usage are not a primary source of revenue in the commerce of web-enabled media. Most online platforms generate income through commercial strategies such as targeted advertising, paid subscriptions, and e-commerce. These models allow for the monetization of content and audience attention, providing the financial foundation for the growth of digital businesses. While governments may regulate or tax certain digital activities, these funds typically go to public coffers rather than serving as a direct revenue stream for organizations.

250. (A) To provide the bandwidth and low latency required for high-quality streaming, AR, and VR media experiences.
The development of 5G telephony is significant for the media industry because it promises to provide the high bandwidth and low latency required for a new generation of digital experiences. This technology will enable higher-quality video streaming, smoother online gaming, and the support of advanced media such as augmented and virtual reality. By reducing delays and increasing data capacity, 5G ensures audiences can access complex and interactive content on their mobile devices effectively, fostering innovation across the entire media sector.

251. (B) It encompasses a wide range of communication devices and applications, from traditional radio to modern network systems.

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system reduces the need for physical paperwork and simplifies administrative processes, making it easier for people to access important credentials like identification. DigiLocker promotes efficiency and transparency, demonstrating how digital technology can enhance government services and empower citizens by providing them with a convenient and reliable management tool.

238. (D) The number of frames used for a particular action, which affects the speed and personality of the movement.
In animation, "timing" refers specifically to the number of individual frames used for a particular action, which directly affects the speed and personality of the movement. Proper timing is essential for creating a sense of realism and for conveying the weight and emotion of a character. By carefully choosing how many frames an action takes, animators can make a movement appear slow and deliberate or fast and energetic. Mastering timing is a critical skill for creating engaging animated media.

239. (A) Traditional Cel Animation
Traditional cel animation is not primarily digital because it involves hand-drawing characters on transparent sheets, which are then layered over painted backgrounds and photographed on film. While modern digital tools are often used to assist in the process today, the core technique remains physically based. In contrast, 3D CGI, 2D vector animation, and motion graphics created in software like After Effects are all fundamentally digital methods that rely on computer-generated imagery to create animated content for various media.

240. (C) Mediated through a technological device, typically a computer or networked device.
The defining feature of computer-mediated communication is that the interaction between individuals is mediated through a technological device, such as a computer or a networked mobile device. This mediation allows for the exchange of various types of data, including text, audio, and video, across geographical distances. CMC can occur in real-time or asynchronously, and its digital nature distinguishes it from traditional face-to-face interaction. Understanding this concept is essential for analyzing the ways technology facilitates human communication in our connected world.

241. (C) a, b, c, and d
Digitisation has transformed the media landscape by enabling perfect copying of content without loss of quality, leading to the convergence of different media types into unified digital formats. It has also revolutionized post-production through non-linear editing and enabled global, instantaneous distribution via the internet. These features have made information more accessible and interactive, while presenting new challenges for copyright and verification. Together, these impacts highlight the fundamental role of digital technology in shaping all aspects of modern media and communication.

242. (A) A networked, many-to-many diffusion model.
The phenomenon of "going viral" on social networks is a prime example of a networked, many-to-many diffusion model of communication. Content spreads through individual shares and interactions, leading to exponential growth across the digital network. This contrasts with traditional, top-down broadcast models where information flows from a single source to a mass audience. In a viral model, the audience plays an active role in the distribution process, illustrating the participatory and interconnected nature of modern social media and information flow.

243. (C) Have a more direct relationship with the user, using features like push notifications.
A primary reason for a media company to develop a mobile app in addition to a mobile-friendly website is to build a more direct relationship with its users. Apps provide a dedicated space for content and allow for the use of features like push notifications, which can drive engagement and keep the audience informed about breaking news. This strategy enhances user loyalty and provides a more personalized experience, helping the organization to stay relevant in an increasingly mobile-centric digital media landscape.

244. (D) The practice of creating a fake grassroots movement online to promote a product or political agenda.
Astroturfing is an ethical issue in new media that refers to the practice of creating a fake grassroots movement online to promote a product, corporate

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because they feel liberated from physical-world inhibitions. This phenomenon occurs as people focus deeply on message content and self-presentation without the distractions of non-verbal cues. Consequently, online connections can sometimes develop a level of intimacy that exceeds traditional offline social exchanges.

260. (A) It has a dual impact, presenting both challenges and opportunities.
The influence of computer-mediated interaction is multifaceted, offering both significant advantages and certain drawbacks. While the reduction of non-verbal cues creates challenges for relational clarity and understanding, it also provides unique opportunities for new forms of connection and self-presentation. This dual nature means technology can simultaneously complicate communication while fostering highly idealized and intense social relationships.

261. (D) The conversion of analog information into a binary digital format.
Digitisation is the technical procedure where analog data is converted into a digital format, specifically represented as binary numbers consisting of ones and zeros. This conversion allows text, images, sound, and video to be stored as discrete digital files. This transformation is fundamental because it enables information to be processed, manipulated, and transmitted efficiently across various modern electronic devices.

262. (B) Device-agnostic and easily manipulable.
Converting media into digital formats ensures that content is no longer restricted to a specific playback device. This quality makes information highly flexible and easy to modify without losing original quality. Digitized files can be stored and shared with perfect fidelity across various platforms, including smartphones and laptops, providing users with consistent access to information regardless of hardware.

263. (C) Allowing different media forms to be combined within a single digital file.
Technology allows multiple forms of media, such as text, audio, and video, to coexist within a single digital file. This integration effectively dismantles the traditional boundaries that once separated different media industries. As these forms merge into hybrid digital platforms, the resulting convergence creates a unified media environment where diverse content types are accessible through a single interface.

264. (D) It has enabled a shift from linear, scheduled viewing to non-linear, on-demand access.
Modern digital processes allow users to access media content whenever they choose, moving away from rigid, scheduled broadcast timings. This transition enables non-linear consumption, giving individuals the ability to pause, rewind, or skip specific sections of a program. Consequently, media consumption has shifted from a fixed, linear experience to one that is highly flexible and demand-driven.

265. (A) Consumers have been granted significantly more control over their consumption habits.
The shift toward non-linear and on-demand content access has fundamentally changed how media is distributed and consumed. By allowing individuals to control when and how they view programs, technology has transferred significant power from traditional distributors to the audience. This change grants consumers unprecedented autonomy over their personal viewing habits, effectively challenging the dominance of traditional media organizations.

266. (B) To build social networks based on shared interests or connections.
Online networking platforms are designed to help individuals establish and maintain social relations with others who have similar interests, backgrounds, or career goals. These services use personal profiles as a central identity anchor, allowing users to share updates and links within a public or semi-public network. Ultimately, the goal is to foster connectivity and information diffusion across interconnected groups.

267. (B) The user profile as a central anchor of identity.
A fundamental feature of social networking platforms is the creation of a user profile, which serves as the primary representation of an individual's identity. This profile allows users to list their social connections and navigate through the networks of others. By anchoring identity in this way, the platform facilitates both one-to-many broadcasting and the traversal of complex social ties.

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Information and Communication Technology serves as an expansive umbrella term representing various communication devices and applications. This includes diverse technologies such as radio, television, and cellular phones, alongside computer and network infrastructure. By encompassing both hardware systems and associated software services, the concept provides a comprehensive framework for modern communication platforms used across global networks today.

252. (A) Interactivity
High degrees of interactivity within digital communication systems allow users to participate actively rather than simply receiving information. This fundamental shift effectively transforms individuals from passive observers into engaged contributors. Consequently, the user experience becomes more dynamic and personalized, as people can now influence content and engage in two-way exchanges through various interconnected platforms.

253. (C) Enabling the convergence of different media forms and democratizing content creation.
The integration of digital tools enables the merging of traditional media, like print and broadcast, with modern digital platforms. This process creates a hybrid environment that facilitates media convergence and allows for broader content creation. By making production tools more accessible to individuals, technology effectively democratizes the dissemination of information and empowers more diverse voices within society.

254. (D) The conventional top-down model of mass communication is challenged.
By providing accessible and inexpensive tools for content production, technology empowers individuals to share their own media. This shift significantly alters the established power dynamics within the information ecosystem. As a result, the traditional top-down model of mass communication is increasingly questioned, as the distinction between professional producers and everyday consumers becomes much more fluid and blurred.

255. (C) The traditional theories and practices of media.
Modern communication technologies have significantly changed the relationship between those who create media and those who consume it. As these roles overlap, existing frameworks for understanding mass communication must be updated. This shift requires scholars and professionals to revisit and adjust long-standing theories and practices to reflect the participatory and interactive nature of the digital environment.

256. (B) Interaction between individuals via separate computers over a network.
Computer-Mediated Communication involves any type of human exchange where individuals interact through separate computers connected via a network or the internet. This paradigm shift fundamentally alters social and professional interactions by using digital platforms as the primary medium. It allows people to influence one another across various distances, transforming how society communicates and maintains professional relationships daily.

257. (D) Asynchronous CMC
Asynchronous communication allows for a time delay between the transmission and reception of messages, providing participants with the opportunity to reflect and edit their responses. This modality is commonly observed in platforms like email or online discussion forums. Unlike real-time interactions, these exchanges do not require simultaneous participation, allowing individuals to engage at their own convenience.

258. (A) A higher chance of misinterpreting the sender's intent.
The absence of physical cues such as facial expressions, tone of voice, and body language in digital exchanges often makes it difficult to understand a sender's true intentions. This reduction in non-verbal information can frequently lead to significant misinterpretations of the intended message. Such challenges in relational clarity represent a primary drawback when interacting through text-based computer interfaces.

259. (C) Online relationships can become more intense than face-to-face ones.
Some individuals experience more intense and idealized relationships through digital platforms compared to face-to-face interactions

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reduce the need for physical visits to government offices. By moving these processes online, the system becomes more transparent and efficient for individuals seeking to manage their official records.

294. (B) Rapid
A primary objective of digital governance is to create a system that is simple to use and adheres to high moral standards. Such a government must also be accountable to its citizens, responsive to their needs, and transparent in its operations. These specific attributes form a framework designed to reduce corruption and bureaucracy while empowering individuals through technology.

295. (C) Digital literacy, internet access, and data security.
The success of digital development and government programs depends on several critical factors, including the ability of citizens to use digital tools effectively. Equitable access to the internet for all populations is also necessary to prevent exclusion. Additionally, strong protections for personal information must be in place to ensure that data remains secure and citizen privacy is maintained.

296. (D) The perceptual phenomenon of persistence of vision.
Animation relies on the biological ability of the human eye and brain to retain an image for a split second after it disappears. This specific perceptual phenomenon allows a rapid sequence of static frames to appear as continuous, smooth movement. Without this natural processing delay, viewers would see only a series of separate, disconnected images rather than fluid motion.

297. (A) It defines the starting and ending points of a movement or transition.
In the animation process, specific drawings or positions are established to mark the beginning and ending of a particular motion. These frames act as the primary anchors for the entire sequence, determining the path and timing of the transition. By setting these vital points, animators can ensure that the resulting movement is structured, smooth, and accurately follows the intended design.

298. (B) The frame rate (FPS).
The visual fluidity of an animated sequence depends on the number of individual frames displayed every second. This measurement is known as the frame rate, and higher values typically result in more realistic and seamless motion. By increasing the frequency of these images, the transitions between positions become less noticeable, providing a much higher quality of visual experience.

299. (B) In-betweens
Animators create a series of intermediate frames to bridge the gap between the primary starting and ending positions of a movement. These supplemental frames are essential for filling in the motion and making the transition appear smooth to the viewer. By carefully placing these frames, the process generates the illusion of continuous activity between the main points of an animation.

300. (A) Stop motion
This animation technique involves making small changes to the position of physical objects and capturing an image after each adjustment. When these photographs are played back in a quick sequence, the objects appear to move on their own. This method is distinct from computer-generated imagery as it uses real-world materials and manual manipulation to create the movement.

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268. (A) The rapid and viral spread of information across networks.
The design of modern social platforms supports the simultaneous broadcasting of information from one user to many others. Because content can be easily shared and re-shared across interconnected profiles, it travels through the network with great speed. This specific architecture is what enables news, photos, and links to spread virally and reach a massive global audience almost instantly.

269. (C) Discussions can occur outside the control of traditional media.
Digital networks have created a new environment for public discourse that functions independently of traditional media gatekeepers. This space allows individuals to engage in discussions, political mobilization, and citizen journalism without the constraints of conventional editorial control. Consequently, this decentralized sphere facilitates a more participatory culture where information and viewpoints can be shared freely across various interconnected online platforms.

270. (D) The creation of echo chambers and the spread of misinformation.
While digital networks facilitate rapid communication, they also introduce serious risks regarding the privacy of personal data. Additionally, these platforms can lead to the formation of echo chambers, where individuals are only exposed to perspectives that reinforce their existing beliefs. Such environments often contribute to the spread of misinformation, which poses a significant threat to informed public discussion.

271. (C) Low distribution cost and intense competition for user attention.
The economic structure of digital media is primarily defined by the minimal expenses associated with transmitting information globally. However, this environment also features intense rivalry among platforms to capture and maintain the attention of users. These two elements create a competitive landscape where media organizations must find sustainable revenue models to survive while reaching a vast and diverse audience.

272. (B) A freemium model.
Some digital media outlets provide a limited amount of content for free while requiring payment for full access or specialized features. This approach combines free basic services with paid premium options to attract a wide audience while still generating revenue. It is a common strategy used by platforms to balance the need for reach with the necessity of funding operations.

273. (D) By selling advertising space, often targeted using user data.
Many online platforms generate income by providing content at no cost to the user and instead selling space to advertisers. This model often utilizes specific user data to ensure that advertisements are highly relevant and precisely targeted. By leveraging the large amount of information collected from audiences, media companies can offer specialized marketing opportunities to various commercial entities.

274. (A) To fund high-quality content by charging users a recurring fee for access.
A common financial strategy for online media involves charging users a recurring fee to access high-quality journalism or entertainment content. This method, often called a paywall, serves as a vital source of funding for premium productions. By restricting access to paying members, media organizations can maintain professional standards and ensure the long-term sustainability of their specialized content offerings.

275. (C) E-commerce through affiliate marketing.
Digital media platforms often integrate commercial activities by directing their audience to retail websites through specific links. When a user makes a purchase after following these links, the platform receives a commission for the referral. This strategy, known as affiliate marketing, allows content producers to generate revenue while connecting their audience directly with various products and services online.

276. (A) A comprehensive strategy to optimize content and leverage device-specific features.
Organizations must adopt a comprehensive strategy that involves more than just creating mobile-friendly websites. This process requires optimizing content for smaller screens and utilizing features specific to mobile devices,

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such as push notifications and location-based services. By developing dedicated applications, media entities can ensure that their content remains accessible and engaging for users who are constantly on the move.

277. (D) To meet the audience's need for fragmented, on-the-go content access.
Media consumption habits have shifted toward brief, intermittent sessions throughout the day rather than long, continuous viewing periods. Media organizations adapt to this trend by providing content that is easily accessible and optimized for short-term engagement on mobile devices. This philosophy ensures that information is available to the audience exactly when and where they choose to consume it.

278. (B) IP-based multimedia services like video calling and VoIP.
Modern telecommunications have evolved from simple voice-based systems to advanced services that utilize internet protocols for multimedia delivery. This shift includes technologies like video calling and high-quality communication services that integrate directly with digital platforms. These advancements allow for a seamless blend of messaging, voice, and media content, moving far beyond the capabilities of traditional analog telephone lines.

279. (C) More interactive, immediate, and participatory experiences.
Media platforms incorporate advanced telephony features to provide users with experiences that are more immediate and engaging. By blending communication tools like video calling with content consumption, these organizations encourage active participation from their audience. This integration makes the media environment more interactive, allowing users to engage directly with content creators and other participants in real-time.

280. (D) It turns the phone into a versatile tool for two-way communication and content co-creation.
Modern mobile devices have evolved into multi-functional tools that allow users to both consume and create content while engaging in two-way communication. This integration empowers individuals within the media landscape, giving them the ability to participate in live interactions and contribute to content production. Consequently, the phone is no longer just a passive receiver but a central, participatory device.

281. (A) The issue of liability for user-generated content.
A major ethical concern in the digital age involves determining who is responsible for harmful or defamatory content shared on social platforms. It is often difficult to decide whether the individual user, the hosting platform, or both should be held accountable. This complexity regarding liability represents a significant challenge that distinguishes new media from traditional, more regulated forms.

282. (B) The collection and use of vast amounts of user data.
Online platforms collect massive amounts of information about their users, creating a detailed record of digital activity. This data can be used for commercial marketing or surveillance, often without the individual's full knowledge or consent. This practice raises serious ethical questions regarding personal privacy and the extent to which private companies should be allowed to track user behavior.

283. (B) The rapid dissemination of misinformation and disinformation.
The speed at which information travels through digital networks can lead to the very fast dissemination of inaccurate or misleading claims. Because content can go viral almost instantly, it becomes difficult to correct errors before they reach a massive audience. This phenomenon represents a serious threat to the quality of public discourse and the maintenance of an informed society.

284. (A) Removing harmful content and upholding free expression.
Deciding which content to allow or remove from digital platforms involves a difficult balance between protecting users from harm and preserving the right to free speech. This process of content moderation gives private companies significant power over what can be said online. Consequently, it raises important ethical questions about the potential for censorship and the protection of diverse viewpoints.

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285. (C) A re-examination of journalistic ethics and the creation of new frameworks.
The unique social and technological features of modern digital platforms require a thorough review of existing ethical standards. As traditional principles like objectivity and accountability face new challenges, different frameworks must be developed to address issues like anonymity and data privacy. This evolution is necessary to ensure that journalism and media remain responsible in an increasingly complex environment.

286. (D) Access, equity, and quality.
National policies in India emphasize the integration of digital tools to ensure that learning opportunities are available to everyone, regardless of location. The focus is on improving the availability of resources, ensuring fairness for disadvantaged groups, and raising the overall standard of instruction. These goals aim to bridge the urban-rural divide and create a more inclusive educational environment.

287. (C) Repositories of digital educational resources and online courses.
Initiatives like the National Digital Library and specialized online platforms provide extensive collections of educational materials and courses to the public. These resources are designed to enhance learning by making high-quality content available through digital means. By offering massive open online courses and digital archives, these programs support students and educators across the country in accessing valuable academic information.

288. (B) By enabling interactive, student-centric learning pedagogies.
Digital tools like simulations and educational games move beyond simple content delivery by encouraging students to participate actively in the learning process. This approach shifts the focus from traditional teacher-led lectures to more student-centric methods. By fostering collaboration and engagement, technology makes education more effective and helps learners develop a deeper understanding of various subjects through interactive experiences.

289. (D) The digital divide and inadequate infrastructure.
The implementation of technology in schools is hindered by significant gaps in internet access and the lack of basic physical infrastructure in many regions. This digital divide prevents students in underserved areas from benefiting equally from digital resources. Addressing these technical and structural barriers is essential for the successful integration of modern tools into the national educational system.

290. (A) Overcome challenges like the digital divide and the need for teacher training.
For digital tools to transform education effectively, issues such as the lack of infrastructure and the digital divide must be addressed. Furthermore, providing continuous professional development for educators and creating content in multiple local languages is essential. Successfully navigating these hurdles will allow the country to build a more inclusive, high-quality, and equitable system for all learners.

291. (C) To use technology to address socio-economic challenges.
The main goal of using technology for developmental purposes is to solve critical socio-economic problems like poverty and poor healthcare access. This involves using mobile tools for farming advice and telemedicine to reach remote areas. By leveraging digital resources, these strategies aim to improve the quality of life and provide essential services to underserved populations throughout the country.

292. (A) Improve the efficiency, transparency, and accountability of government.
Electronic governance involves using digital tools to make the operations and services of a government more effective and open to public scrutiny. By moving services online, the goal is to increase accountability and ensure that functions are performed efficiently. This approach helps reduce the distance between the state and its citizens, making government more responsive to people's needs.

293. (D) Accessing land records online.
Modern digital government initiatives allow citizens to perform various tasks electronically, such as applying for official documents or viewing property information. These services provide easier access to essential data and

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single, continuous motion. This highlights how individual static images can be combined to form an animated sequence. The flipbook is a basic but powerful tool for understanding the core biological and technical principles underlying all forms of modern animation and motion picture technology.

231. (D) The transmission and exchange of information.
Within the term ICT, the 'C' for 'Communication' emphasizes the critical role of technology in the transmission and exchange of information between different parties. While the 'I' focuses on the data and processing, the communication aspect highlights the interactive and networked nature of modern digital systems. This includes everything from simple messaging to complex global data transfer. Understanding this component is essential for grasping how ICT functions as a comprehensive framework for connecting people across our society.

232. (A) The mass audience has splintered into smaller niche groups with specific interests.
Audience fragmentation refers to the phenomenon where the traditional mass audience has splintered into many smaller, niche groups with specific and specialized interests. This shift is driven by the proliferation of digital media channels and the ability of ICT to provide highly personalized content. In this fragmented landscape, media organizations must find new ways to reach these diverse groups, leading to a more complex information environment. This change has fundamentally altered how media is produced, marketed, and consumed today.

233. (C) Linking a piece of content to a user's profile.
The ability to "tag" a person in a photo on a social networking site is a clear example of linking a piece of digital content directly to a specific user's profile. This feature facilitates connection and social interaction by notifying the tagged person and sharing the content with their own network. It is a fundamental part of the interactive nature of social media, helping to organize user-generated content and build community. Tagging illustrates how technology bridges individual profiles and shared media in digital social environments.

234. (A) High-quality content is important, but getting it in front of the right audience is equally crucial. The phrase "content is king, but distribution is queen" implies that while high-quality content is essential, getting that content in front of the right audience through effective distribution is equally important for success. In a crowded digital media landscape, even the best work will not be seen if it cannot be found by its intended audience. Media organizations must balance their investment in content creation with a strong strategy for reaching people across diverse platforms and channels to remain competitive.

235. (D) The inequity between those who have access to ICT and its benefits and those who do not.
The ethical dilemma of the "digital divide" relates to the significant inequity between those who have access to information and communication technology and its benefits and those who do not. This gap can lead to social and economic disadvantages for marginalized and rural populations who lack connectivity and digital literacy. Addressing this divide is a major challenge for governments, as ensuring equitable access to technology is essential for promoting inclusive growth and ensuring all citizens can participate in modern society.

236. (B) It allows for unified communications, integrating voice calls, video conferencing, and messaging for reporters and staff globally.
For media organizations, a key advantage of new generation telephony like enterprise VoIP systems is the ability to provide unified communications. These systems integrate various channels, such as voice calls and messaging, into a single platform for reporters and staff globally. This integration facilitates better collaboration and real-time information sharing, which is essential for managing fast-paced newsrooms and production teams. By using modern digital infrastructure, media houses can improve efficiency and stay connected in a highly mobile and global environment.

237. (C) Provide a platform for citizens to store and share official documents digitally.
The DigiLocker service in India is a prominent e-governance initiative that utilizes ICT to provide a secure platform for citizens to store and share official documents in a digital format. This

CHAPTER 09

Film and Visual Communication

1. In the context of film language, what does 'mise-en-scène' primarily refer to?
(A) The process of editing shots together to create a sequence.
(B) All of the elements placed in front of the camera to be photographed.
(C) The use of sound, both diegetic and non-diegetic, in a film.
(D) The movement of the camera during a shot, such as a pan or a track.

2. Consider the following statements regarding visual analysis:
Statement I: Denotation refers to the literal, descriptive meaning of a sign.
Statement II: Connotation refers to the culturally and historically specific associations of a sign.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

3. Match the following Indian film directors with one of their significant films.
List I: (Director)
P. Ritwik Ghatak
Q. Guru Dutt
R. Shyam Benegal
S. Adoor Gopalakrishnan.
List II: (Film)
1. Ankur
2. Elippathayam
3. Meghe Dhaka Tara
4. Pyaasa.
(A) P-3, Q-4, R-1, S-2
(B) P-4, Q-3, R-2, S-1
(C) P-3, Q-1, R-4, S-2
(D) P-2, Q-4, R-1, S-3

4. The Italian Neo-Realistic cinema movement is most famously associated with which of the following characteristics?
(A) Use of elaborate studio sets and professional actors.
(B) Focus on psychological and supernatural themes.
(C) Fast-paced editing and non-linear narratives.
(D) Shooting on location and using non-professional actors.

5. Which of the following is an INCORRECT statement regarding the Auteur Theory?
(A) It emphasizes the director as the primary author of a film.
(B) It originated with film critics writing for the French journal 'Cahiers du Cinéma'.
(C) It argues that a film's quality is determined solely by its box office success.
(D) It suggests that a director's body of work reflects a consistent personal vision and style.

6. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): According to the theory of Rasa, the goal of a performance is to evoke a specific aesthetic emotion in the spectator.
Reason (R): The 'Sthayi Bhava' (permanent mood) within the spectator is transformed into 'Rasa' (aesthetic flavor) through the presentation of 'Vibhavas', 'Anubhavas', and 'Vyabhichari Bhavas'.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

7. A news photograph shows a dove flying over a political summit. While the denotative meaning is a bird in the sky, the connotative meaning is 'peace'. In Peircean semiotics, what kind of sign is the dove in this context?

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(D) It is a purely abstract representation.

58. Consider the following characteristics of German Expressionistic cinema:
(i) A focus on objective reality and social documentation.
(ii) The use of chiaroscuro lighting to create stark contrasts between light and shadow.
(iii) Settings and set designs that are often distorted and non-naturalistic.
(iv) A thematic preoccupation with madness, paranoia, and psychological turmoil.
(v) An editing style that emphasizes continuity and invisible cuts.
Which of the above statement(s) is/are correct?
(A) (i), (iv), and (v) only
(B) (ii), (iii), and (iv) only
(C) (i), (ii), and (iii) only
(D) (ii), (iii), and (v) only

59. The term 'Bollywood' is a portmanteau that refers to the commercial Hindi-language film industry primarily based in which city?
(A) Kolkata
(B) Chennai
(C) Hyderabad
(D) Mumbai

60. An approach to television analysis that focuses on how different audiences from various social backgrounds actively interpret a TV program is called:
(A) Genre analysis
(B) Audience reception analysis
(C) Ideological critique
(D) Formalist analysis

61. Arrange the directorial careers of the following Indian filmmakers in a broad chronological order based on when they first gained prominence:
(i) Anurag Kashyap,
(ii) Guru Dutt,
(iii) Satyajit Ray,
(iv) Shyam Benegal.
(A) (iii), (ii), (iv), (i)
(B) (ii), (iii), (iv), (i)
(C) (i), (iv), (ii), (iii)
(D) (iv), (ii), (i), (iii)

62. 'The Cabinet of Dr. Caligari' (1920) is a seminal film of which national cinema movement?
(A) Italian Neo-Realism
(B) Soviet Montage
(C) French New Wave
(D) German Expressionism

63. Read the following statements and select the correct option.
Statement I: The Hindi film song is a purely decorative element with no connection to the film's narrative.
Statement II: In Indian aesthetics, 'Dhvani' refers to the suggested meaning that transcends the literal, and the film song can be a vehicle for 'Dhvani'.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

64. Match the following cinematic terms with their definitions.
List I: (Term)
P. Deep Focus
Q. Eye-line Match
R. Cross-cutting
S. High-angle shot.
List II: (Definition)
1. Alternating between simultaneous scenes in different locations
2. The camera looks down on the subject from above
3. Keeping objects in both close and distant planes in sharp focus
4. Showing what a character is looking at to create their point of view.
(A) P-1, Q-2, R-4, S-3
(B) P-3, Q-4, R-2, S-1
(C) P-3, Q-4, R-1, S-2
(D) P-4, Q-3, R-1, S-2

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65. Laura Mulvey's influential essay 'Visual Pleasure and Narrative Cinema' primarily uses which theoretical framework to analyze classical Hollywood cinema?
(A) Marxist theory
(B) Psychoanalysis and Feminism
(C) Russian Formalism
(D) Post-colonial theory

16. Who is widely regarded as the 'Father of Indian Cinema' for directing India's first full-length feature film, 'Raja Harishchandra'?
(A) Hiralal Sen
(B) Dadasaheb Phalke
(C) J.F. Madan
(D) Ardeshir Irani

17. Which of the following is an INCORRECT statement about the Hindi film song?
(A) It often functions as a narrative device, advancing the plot or revealing a character's inner thoughts.
(B) It is always performed by the actors themselves without the use of playback singers.
(C) It can serve to establish the mood or tone of a scene.
(D) It is a significant element contributing to the commercial appeal of a film.

18. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The 'Kuleshov Effect' demonstrated that the meaning of a shot is derived not from the shot itself but from its juxtaposition with other shots.
Reason (R): Soviet Montage filmmakers believed that editing was the most powerful and essential tool of cinematic expression.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

19. In the context of visual analysis, which of the following is an INCORRECT pair?
(A) Roland Barthes - Theory of Myth
(B) Charles Sanders Peirce - Icon, Index, Symbol
(C) Laura Mulvey - Apparatus Theory
(D) Ferdinand de Saussure - Signifier, Signified

20. A filmmaker wants to create a film that reflects the anxieties and social decay of post-war Britain, focusing on the lives of disillusioned working-class youth. Which film movement would provide the most appropriate stylistic and thematic template?
(A) German Expressionism
(B) French New Wave
(C) Italian Neo-Realism
(D) British New Wave (Kitchen Sink Realism)

21. Consider the following statements regarding the Indian New Wave cinema of the 1960s and 70s:
(i) It was heavily inspired by Italian Neo-Realism and French New Wave.
(ii) It received significant financial support from the Film Finance Corporation (FFC).
(iii) It focused on realistic portrayals of contemporary Indian social and political issues.
(iv) It was characterized by large budgets, star-studded casts, and song sequences.
(v) Satyajit Ray's 'Pather Panchali' is considered its official starting point.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iii) only
(B) (ii), (iii), and (iv) only
(C) (i), (iv), and (v) only
(D) (iii), (iv), and (v) only

22. In Anandavardhana's poetics, what is the term for the suggested, implicit meaning of a literary or artistic work, which is considered more important than the literal meaning?
(A) Rasa
(B) Dhvani
(C) Bhava
(D) Alankara

23. Which of the following statements about the role of 'identity' in Indian film studies is the most comprehensive?
(A) Cinema primarily used to construct a singular, monolithic national identity.
(B) Identity themes viewed exclusively as a post-Independence artistic trend.
(C) Cinema analysis that focuses solely on the identity of the protagonist.
(D) Studies exploring national, regional, linguistic, caste, and gender identities.

24. Consider the following characteristics of German Expressionistic cinema:
(i) Realistic and brightly lit settings.
(ii) A focus on the internal, subjective, and

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75. In the theory of Rasa, which of the following is NOT one of the primary eight Rasas?
(A) Shringara (Erotic)
(B) Hasya (Comic)
(C) Karuna (Pathetic)
(D) Dhvani (Suggestion)

76. Read the following statements regarding film theory and select the correct option.
Statement I: 'Cinema of attractions' describes early cinema's focus on spectacle and visual curiosity.
Statement II: 'Apparatus Theory' argues that the cinematic apparatus is inherently ideological.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

77. Match the following directors with the National Cinema Movement they are most associated with.
List I: (Director)
P. Sergei Eisenstein
Q. Roberto Rossellini
R. Jean-Luc Godard
S. Robert Wiene.
List II: (Movement)
1. Italian Neo-Realism
2. German Expressionism
3. Soviet Montage
4. French New Wave.
(A) P-3, Q-1, R-4, S-2
(B) P-1, Q-3, R-2, S-4
(C) P-3, Q-2, R-4, S-1
(D) P-2, Q-1, R-3, S-4

78. Directors like Ritwik Ghatak, in films such as 'Meghe Dhaka Tara' and 'Subarnarekha', repeatedly explored the theme of:
(A) The decline of the feudal system in rural India.
(B) The rise of the Mumbai underworld.
(C) The lives of the 'Bhadralok' intelligentsia without social conflict.
(D) The trauma and displacement caused by the Partition of Bengal.

79. The use of a handheld camera, jump cuts, and location shooting are hallmark techniques of which film movement?
(A) French New Wave
(B) German Expressionism
(C) Soviet Montage
(D) Classical Hollywood Cinema

80. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): In visual semiotics, a photograph is considered both an icon and an index.
Reason (R): It is iconic because it resembles its subject, and it is indexical because its creation is caused by a physical trace of light from the subject.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

81. Which one of the following best describes the evolution of 'non-commercial' cinema in India?
(A) A profitable and enduring alternative to the mainstream film industry.
(B) A state-supported realist movement evolving into independent cinema.
(C) A short-lived movement from the 1920s that failed to produce hits.
(D) A category of filmmaking referring exclusively to documentary work.

82. The 'Kuleshov effect' is a principle of film editing that demonstrates:
(A) Viewers derive more meaning from the juxtaposition of two shots than from a single shot in isolation.
(B) A long take is more realistic than a series of short shots.
(C) Color can be used to evoke specific emotional responses in the audience.
(D) The camera angle determines the power dynamic between characters.

83. Which of the following statements about the Hindi film song is INCORRECT?
(A) It is often exteriorized to picturesque locations, even if the plot does not demand it.
(B) Playback singing is a fundamental

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32. What is the fundamental difference between diegetic and non-diegetic sound in a film?
(A) Diegetic sound is vocal, while non-diegetic sound is instrumental.
(B) Diegetic sound has its source within the film's narrative world, while non-diegetic sound does not.
(C) Diegetic sound is recorded during filming, while non-diegetic sound is added in post-production.
(D) Diegetic sound is realistic, while non-diegetic sound is always abstract.

33. Consider the following statements regarding key trends in Indian cinema in the 21st century:
(i) A complete decline in the production of commercial, mainstream films.
(ii) The rise of a 'multiplex cinema' targeting urban, middle-class audiences.
(iii) A growing presence of Indian films on the international festival circuit.
(iv) An increasing exploration of unconventional themes by new-generation directors.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iii) only
(B) (ii), (iii), and (iv) only
(C) (i) and (iv) only
(D) (i), (ii), (iii), and (iv)

34. A long take, or 'plan-séquence', is a cinematic technique that involves:
(A) A shot of extremely long duration without any cuts.
(B) A rapid succession of very short shots.
(C) A shot taken from a very long distance from the subject.
(D) A sequence composed entirely of close-up shots.

35. The theoretical approach that analyzes television as an ideological state apparatus, shaping perceptions of reality and reinforcing dominant values, is most closely aligned with:
(A) Formalist analysis
(B) Auteur theory
(C) Althusserian and Gramscian cultural studies
(D) Neo-realist principles

36. Arrange the following landmark Indian films in their correct chronological order of release:
(i) Mother India,
(ii) Raja Harishchandra,
(iii) Alam Ara,
(iv) Pather Panchali.
(A) (ii), (iii), (iv), (i)
(B) (iii), (ii), (i), (iv)
(C) (ii), (iv), (iii), (i)
(D) (i), (ii), (iii), (iv)

37. A film still showing a single, bare tree in a desolate, snowy landscape is intended to evoke feelings of loneliness and isolation. This process of generating meaning beyond the literal image is known as:
(A) Denotation
(B) Indexicality
(C) Connotation
(D) Mise-en-scène

38. Read the following statements and select the correct option.
Statement I: Guru Dutt is a celebrated pre-Independence Indian director known for his social realist films.
Statement II: Films like 'Pyaasa' and 'Kaagaz Ke Phool' directed by Guru Dutt are noted for their romanticism, disillusionment, and distinctive visual style.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

39. Match the film theory with its central concept.
List I: (Theory)
P. Auteur Theory
Q. Feminist Film Theory
R. Apparatus Theory
S. Realist Film Theory.
List II: (Concept)
1. The Male Gaze
2. Director as author
3. The ideological nature of cinematic technology
4. The long take and deep focus.
(A) P-2, Q-1, R-3, S-4
(B) P-1, Q-2, R-4, S-3
(C) P-2, Q-3, R-1, S-4
(D) P-4, Q-1, R-3, S-2

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disturbed psychological states of characters.
(iii) The use of distorted, non-realistic sets and exaggerated acting styles.
(iv) A preference for shooting on real locations with natural light.
Which of the above statement(s) is/are correct?
(A) (i) and (iv) only
(B) (ii) and (iii) only
(C) (i) and (ii) only
(D) (iii) and (iv) only

25. The film 'Bicycle Thieves' (Ladri di biciclette), directed by Vittorio De Sica, is a quintessential example of which film movement?
(A) Soviet Montage
(B) French New Wave
(C) Italian Neo-Realism
(D) German Expressionism

26. Read the following statements regarding television theory and select the correct option.
Statement I: 'Flow', a concept by Raymond Williams, describes the continuous stream of programs and commercials on television.
Statement II: 'Apparatus Theory', primarily applied to cinema, argues that the technology and viewing conditions of television are ideologically neutral.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

27. Match the following terms from Indian aesthetics with their correct meanings.
List I: (Term)
P. Rasa
Q. Bhava
R. Sthayi Bhava
S. Vibhava.
List II: (Meaning)
1. The determinants or causes of an emotion
2. The aesthetic flavor or essence enjoyed by the audience
3. The emotion as portrayed by the actor
4. The dominant or permanent mood in a character.
(A) P-2, Q-3, R-4, S-1
(B) P-3, Q-2, R-1, S-4
(C) P-2, Q-4, R-3, S-1
(D) P-1, Q-3, R-4, S-2

28. In visual communication, a road sign showing a silhouette of a deer is intended to warn drivers of the potential for deer to cross the road. According to C.S. Peirce's classification, this sign functions primarily as a/an:
(A) Symbol, because its meaning is learned.
(B) Icon, because it physically resembles a deer.
(C) Index, because it points to the past presence of a deer.
(D) Metaphor, because it compares a deer to a traffic hazard.

29. Who among the following is a leading post-Independence Indian film director known for his 'Calcutta Trilogy' ('Pather Panchali', 'Aparajito', 'Apur Sansar')?
(A) Ritwik Ghatak
(B) Mrinal Sen
(C) Satyajit Ray
(D) Bimal Roy

30. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The French New Wave is often associated with the concept of 'cinéma-vérité' or "truthful cinema".
Reason (R): Filmmakers of the movement aimed to capture reality spontaneously, often using lightweight handheld cameras and direct sound recording on location.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

31. Which of the following is NOT considered a part of the 'non-commercial' or 'parallel' cinema stream in India?
(A) Mainstream Bollywood blockbusters with large star casts.
(B) Films funded by the Film Finance Corporation (FFC).
(C) Films prioritizing realism and social commentary over spectacle.
(D) Films made by directors like Shyam Benegal and Govind Nihalani in the 1970s.

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(C) (i), (ii), and (iii) only
(D) (ii), (iii), and (iv) only

49. 'Period cinema' as a genre refers to films that:
(A) Are of a very long duration, typically over three hours.
(B) Are set in a specific, recognizable historical past.
(C) Are filmed and released within a single calendar year.
(D) Deal exclusively with contemporary political events.

50. The term 'auteur', in the context of film theory, was first popularized by critics writing for which French publication?
(A) Cahiers du Cinéma
(B) Le Figaro
(C) L'Express
(D) Positif

51. Read the following statements regarding film language and select the correct option.
Statement I: A 'jump cut' is an editing transition that appears to be an interruption of a single shot, creating a jarring effect.
Statement II: The 180-degree rule is a fundamental guideline of continuity editing that keeps the camera on one side of an imaginary axis.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

52. Match the post-Independence Indian director with their primary thematic concern or style.
List I: (Director)
P. Raj Kapoor
Q. Ritwik Ghatak
R. Shyam Benegal
S. Bimal Roy.
List II: (Theme/Style)
1. Trauma of Partition
2. The Chaplinesque tramp navigating social inequities
3. Rural feudalism and social exploitation
4. Social realism with a focus on the rural poor.
(A) P-1, Q-2, R-4, S-3
(B) P-2, Q-1, R-3, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-2, Q-3, R-4, S-1

53. A documentary filmmaker shows footage of a melting glacier followed by a shot of a smokestack releasing pollutants. What type of montage, as defined by Sergei Eisenstein, does this juxtaposition best represent?
(A) Metric Montage
(B) Rhythmic Montage
(C) Intellectual Montage
(D) Tonal Montage

54. The 'theory of Rasa' as a framework for aesthetics originates from which ancient Indian text?
(A) The Vedas
(B) Bharata Muni's Natyashastra
(C) The Upanishads
(D) Panini's Ashtadhyayi

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55. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): Italian Neo-realist films often featured ambiguous or unresolved endings.
Reason (R): The movement was committed to depicting the harsh, uncertain, and often-unjust realities of post-World War II Italy, rather than providing simple narrative closure.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

56. All of the following are leading directors associated with the Indian New Wave cinema EXCEPT:
(A) Manmohan Desai
(B) Mrinal Sen
(C) Adoor Gopalakrishnan
(D) Girish Kasaravalli

57. In visual semiotics, a photograph of a person is considered an 'indexical' sign because:
(A) It physically resembles the person.
(B) Its meaning is determined by social convention.
(C) It has a direct, causal connection to the object it represents through light reflection.

40. Which British New Wave film, directed by Tony Richardson, is a classic example of "kitchen sink realism"?
(A) Look Back in Anger
(B) The Third Man
(C) A Hard Day's Night
(D) Dr. No

41. Which of the following is NOT a film directed by Satyajit Ray?
(A) Aparajito
(B) Jalsaghar
(C) Bhuvan Shome
(D) Charulata

42. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The advent of satellite television in India in the early 1990s drastically changed the media landscape.
Reason (R): It ended the monopoly of the state broadcaster Doordarshan and introduced a plethora of private channels, leading to new programming formats and a consumer-oriented culture.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

43. In visual analysis, the 'rule of thirds' is a principle of:
(A) Color harmony
(B) Narrative structure
(C) Editing rhythm
(D) Composition

44. A director films a character from a low angle. What is the most common psychological effect of this camera angle on the audience's perception of the character?
(A) The character appears vulnerable and weak.
(B) The character appears powerful and dominant.
(C) The character appears neutral and objective.
(D) The character appears distant and insignificant.

45. Consider the following statements regarding Soviet Montage cinema:
(i) It prioritized the expressive power of editing over all other filmic elements.
(ii) Sergei Eisenstein was one of its leading theorists and practitioners.
(iii) It often served propagandistic purposes to promote the ideals of the Soviet revolution.
(iv) It favored long takes and minimal editing to preserve the continuity of time and space.
(v) Its primary goal was to create a realistic and objective depiction of events.
Which of the above statement(s) is/are correct?
(A) (iv) and (v) only
(B) (i), (ii), and (iii) only
(C) (ii), (iv), and (v) only
(D) (i), (iii), and (iv) only

46. The concept of 'Bhadralok' identity is often discussed in relation to the films of which regional cinema in India?
(A) Tamil Cinema
(B) Malayalam Cinema
(C) Marathi Cinema
(D) Bengali Cinema

47. Identify the INCORRECT statement regarding the evolution of Indian cinema.
(A) The Indian New Wave or Parallel Cinema movement began before India gained Independence.
(B) 'Alam Ara' (1931) was the first Indian talkie film.
(C) The studio system, with companies like Bombay Talkies and New Theatres, dominated production in the 1930s and 40s.
(D) The post-Independence 'Golden Age' saw the rise of directors like Raj Kapoor, Bimal Roy, and Guru Dutt.

48. Consider the following statements about the theory of 'Dhvani':
(i) It was articulated by Anandavardhana.
(ii) It prioritizes the literal meaning (Vachyartha) over the suggested meaning.
(iii) It posits that the highest form of poetry or art is one that operates through suggestion.
(iv) It is unrelated to the theory of Rasa.
Which of the above statement(s) is/are correct?
(A) (i) and (iii) only
(B) (ii) and (iv) only

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66. Who among the following is a prominent film director from the pre-Independence era, associated with the studio 'Bombay Talkies'?
(A) Himanshu Rai
(B) Ritwik Ghatak
(C) Satyajit Ray
(D) Mrinal Sen

67. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): Films of the Indian New Wave were often described as 'non-commercial'.
Reason (R): They deliberately eschewed the formulaic elements of mainstream cinema, such as star casting and song-and-dance numbers, in favor of realist aesthetics.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

68. The idea that a film director's recurring themes and stylistic choices across their body of work reveal a personal vision is central to:
(A) Genre Theory
(B) Apparatus Theory
(C) Formalist Theory
(D) Auteur Theory

69. In a visual composition, placing key elements along lines that divide the image into nine equal parts is an application of:
(A) The golden ratio
(B) The principle of symmetry
(C) The rule of thirds
(D) The law of proximity

70. Consider the following statements regarding Italian Neo-Realism:
(i) It emerged during and immediately after World War II.
(ii) It favored stories about the lives of the poor and working class.
(iii) It often used non-professional actors in major roles.
(iv) It was characterized by stylized, expressionistic lighting and set design.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iii) only
(B) (ii) and (iv) only
(C) (i) and (iii) only
(D) (i), (ii), (iii) and (iv)

71. The film 'Pather Panchali' (1955) is significant in the history of Indian cinema primarily because:
(A) It was the first full-length Indian feature film produced in color.
(B) It introduced the concept of playback singing to the film industry.
(C) It became the highest-grossing Indian film upon its initial release.
(D) It brought international critical acclaim through its lyrical realism.

72. A television news report that repeatedly uses images of the national flag, soldiers, and maps while discussing a political issue is an example of what kind of analysis approach?
(A) An ideological analysis of nationalism.
(B) A formalist analysis of editing techniques.
(C) An audience reception study.
(D) A genre analysis of the news format.

73. Consider the following statements regarding cinema in the 21st century:
(i) Digital filmmaking has lowered production costs.
(ii) Streaming services have altered film distribution and consumption.
(iii) Global co-productions and cross-cultural influences are growing trends.
(iv) The movie theatre experience has been completely replaced by home viewing.
(v) All films are now made using computer-generated imagery (CGI).
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iii) only
(B) (iii), (iv), and (v) only
(C) (i), (ii), and (iv) only
(D) (i), (ii), (iii), (iv) and (v)

74. The concept of the "male gaze," describing how women are depicted from a masculine perspective, was famously articulated by:
(A) Laura Mulvey
(B) Jean-Louis Baudry
(C) André Bazin
(D) Roland Barthes

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(A) Icon
(B) Index
(C) Signal
(D) Symbol

8. Which of the following best describes the 'dominant film paradigm'?
(A) Classical Hollywood conventions like narrative clarity and continuity editing.
(B) Experimental filmmaking styles focusing on non-linear audience alienation.
(C) Soviet Montage principles prioritizing rhythmic and associative editing.
(D) State-funded production models for non-commercial Indian art cinema.

9. Consider the following statements regarding French New Wave cinema:
(i) It was heavily influenced by the Auteur theory.
(ii) It frequently employed unconventional techniques like jump cuts and breaking the fourth wall.
(iii) Its filmmakers, like Godard and Truffaut, were often former film critics.
(iv) It exclusively used non-professional actors and shot in rural locations.
Which of the above statement(s) is/are correct?
(A) (i) and (iv) only
(B) (ii), (iii), and (iv) only
(C) (i), (ii), and (iii) only
(D) (i) and (iii) only

10. In the context of analyzing Indian television, the term 'K-serials' primarily refers to:
(A) Family-centric, high-drama soap operas, often by Balaji Telefilms.
(B) Dramatic television shows imported directly from South Korea.
(C) Knowledge-based quiz shows like 'Kaun Banega Crorepati'.
(D) Children's programming blocks sponsored by specific global brands.

11. Identify the CORRECT pair of an Indian film director and the primary film industry they are associated with.
(A) Satyajit Ray - Hindi Cinema
(B) Girish Kasaravalli - Bengali Cinema
(C) Mrinal Sen - Tamil Cinema
(D) Adoor Gopalakrishnan - Malayalam Cinema

12. Arrange the following national cinema movements in chronological order of their emergence:
(i) Italian Neo-Realism,
(ii) Soviet Montage Cinema,
(iii) French New Wave,
(iv) German Expressionism.
(A) (ii), (iv), (i), (iii)
(B) (iv), (ii), (iii), (i)
(C) (i), (iii), (iv), (ii)
(D) (iii), (i), (ii), (iv)

13. All of the following are typically considered components of cinematography EXCEPT:
(A) Camera angle
(B) Shot size
(C) Set design
(D) Camera movement

14. Read the following statements and select the correct option.
Statement I: Psychoanalytic film theory, influenced by Freud and Lacan, analyzes how cinema taps into unconscious desires and fears.
Statement II: Feminist film theory, particularly the work of Laura Mulvey, critiques the 'male gaze' prevalent in classical cinema.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

15. Match the following film movements with their key aesthetic or thematic characteristics.
List I: (Movement)
P. German Expressionism
Q. Soviet Montage
R. Italian Neo-Realism
S. French New Wave.
List II: (Characteristic)
1. Emphasis on social problems of the working class
2. Chiaroscuro lighting and distorted sets
3. Use of intellectual and associative editing
4. Handheld cameras and improvised dialogue.
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-3, R-1, S-4
(C) P-4, Q-1, R-2, S-3
(D) P-2, Q-3, R-4, S-1

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convention of the form.
(C) It functions purely as an interruption to the narrative, serving no other purpose.
(D) The lyrics of the song often articulate a character's inner feelings or desires.

84. Arrange the following phases/events in Indian film history chronologically:
(i) Release of 'Alam Ara',
(ii) Rise of the Parallel Cinema movement,
(iii) The Studio Era,
(iv) Advent of the 'multiplex' cinema.
(A) (i), (iii), (ii), (iv)
(B) (iii), (i), (ii), (iv)
(C) (i), (ii), (iii), (iv)
(D) (ii), (iii), (i), (iv)

85. In Ferdinand de Saussure's model of the sign, the 'signifier' is:
(A) The mental concept or idea being represented.
(B) The real-world object to which the sign refers.
(C) The physical form of the sign, such as a word, image, or sound.
(D) The cultural context in which the sign is interpreted.

86. Which of the following is a characteristic feature of Indian cinema in the 21st century?
(A) A complete shift away from the star system.
(B) The emergence of new genres and hybrid forms of filmmaking.
(C) The total disappearance of regional language cinema.
(D) A strict adherence to the classical Hollywood narrative paradigm.

87. Consider the following statements regarding the British New Wave cinema:
(i) It was also known as "Kitchen Sink Realism".
(ii) It focused on the lives of the working class in industrial northern England.
(iii) It was characterized by surreal, dream-like visuals.
(iv) It featured angry, disillusioned young male protagonists.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iv) only
(B) (i) and (iii) only
(C) (ii), (iii), and (iv) only
(D) (i), (ii), (iii), and (iv)

88. The theory that focuses on film as a series of conventions and codes that audiences learn to understand is known as:
(A) Genre Theory
(B) Realist Theory
(C) Auteur Theory
(D) Psychoanalytic Theory

89. A shot where the camera is placed on a moving vehicle to follow a character or object is known as a:
(A) Pan
(B) Tilt
(C) Tracking shot
(D) Zoom

90. Read the following statements regarding Indian film directors and select the correct option.
Statement I: Mrinal Sen was known for his overtly political films and experimental narratives.
Statement II: Bimal Roy is best known for avant-garde experimental films.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

91. Match the film with the director.
List I: (Film)
P. Pyaasa
Q. Ankur
R. Meghe Dhaka Tara
S. Elippathayam.
List II: (Director)
1. Shyam Benegal
2. Ritwik Ghatak
3. Adoor Gopalakrishnan
4. Guru Dutt.
(A) P-4, Q-1, R-2, S-3
(B) P-1, Q-4, R-3, S-2
(C) P-4, Q-2, R-1, S-3
(D) P-2, Q-1, R-4, S-3

92. The 'dominant film paradigm' draws most of its conventions from:
(A) The experimental techniques of the French New Wave.
(B) The narrative and stylistic model of Classical

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Hollywood cinema.
(C) The editing principles of Soviet Montage.
(D) The aesthetic philosophy of Indian poetics.

93. A key difference between 'commercial' and 'non-commercial' genres in Indian cinema lies in:
(A) The use of color film versus black-and-white film.
(B) The length of the films produced.
(C) The prioritization of spectacle versus realism and social commentary.
(D) The nationality of the directors.

94. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The French film journal 'Cahiers du Cinéma' played a crucial role in the development of the French New Wave.
Reason (R): Many of the movement's key directors, such as Truffaut and Godard, began their careers as critics for the journal.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

95. Who directed India's first full-length feature film, 'Raja Harishchandra' (1913)?
(A) Dadasaheb Phalke
(B) Dadasaheb Torne
(C) Ardeshir Irani
(D) V. Shantaram

96. A scene in a film shows a character receiving a letter with bad news. The accompanying background music is slow and melancholic. This music is an example of:
(A) Diegetic sound
(B) Non-diegetic sound
(C) Synchronous sound
(D) On-screen sound

97. Consider the following statements regarding leading Indian film directors:
(i) Satyajit Ray is primarily associated with Bengali cinema.
(ii) Adoor Gopalakrishnan is a major figure in Malayalam cinema.
(iii) Raj Kapoor was a significant actor-director in the Hindi film industry.
(iv) Ritwik Ghatak directed 'Ankur', launching the Indian New Wave.
(v) Shyam Benegal's films are known for fantasy elements and spectacle.
Which of the above statement(s) is/are correct?
(A) (i), (iv), and (v) only
(B) (i), (ii), and (iii) only
(C) (ii), (iii), and (v) only
(D) (iii) and (iv) only

98. The analysis of how television programs construct and perpetuate particular ideologies is a central concern of:
(A) Cultural and critical studies approaches
(B) Formalist television theory
(C) Audience reception studies
(D) Genre-based analysis

99. In Indian aesthetics, the concept that art communicates not directly but through suggestion is known as:
(A) Rasa
(B) Bhava
(C) Dhvani
(D) Alankara

100. Which of the following is a key characteristic of 'Period Cinema'?
(A) Cinema characterized by futuristic and science-fiction themes.
(B) Films produced using only black-and-white cinematography.
(C) Narrative structures that are consistently non-linear in nature.
(D) Films recreating the historical sets, costumes, and social mores.

101. Arrange the following film directors in the chronological order of their debut films:
(i) Bimal Roy,
(ii) Satyajit Ray,
(iii) Raj Kapoor,
(iv) Guru Dutt.
(A) (i), (iii), (iv), (ii)
(B) (iii), (i), (ii), (iv)
(C) (i), (iv), (iii), (ii)
(D) (ii), (iii), (i), (iv)

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102. In a shot, the camera pivots horizontally from left to right. This movement is called a:
(A) Tilt
(B) Pan
(C) Track
(D) Crane shot

103. Read the following statements and select the correct option.
Statement I: Italian Neo-Realism influenced the Indian New Wave cinema in its emphasis on location shooting.
Statement II: The filmmakers of the French New Wave rejected Auteur theory.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

104. Match the following semiotic terms with their definitions according to C.S. Peirce.
List I: (Term)
P. Icon
Q. Index
R. Symbol.
List II: (Definition)
1. Arbitrary or conventional link to its object
2. Physical or causal connection to its object
3. Resembles its object.
(A) P-3, Q-2, R-1
(B) P-1, Q-2, R-3
(C) P-3, Q-1, R-2
(D) P-2, Q-3, R-1

105. 'Cinema in the new millennium' is characterized by all of the following EXCEPT:
(A) The rise of globalized production and consumption patterns.
(B) The proliferation of platforms like streaming services.
(C) The decline of digital technology in filmmaking and distribution.
(D) The emergence of new independent voices and niche genres.

106. In film and television theory, the term 'genre' refers to:
(A) A category characterized by shared conventions, themes, and iconography.
(B) The personal style of a specific director.
(C) The chronological period in which a film was made.
(D) The box-office revenue of a film or program.

107. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The films of Ritwik Ghatak are deeply rooted in the cultural ethos of Bengal.
Reason (R): His work consistently explores the social and psychological trauma of the 1947 Partition of Bengal, often using Bengali myths and cultural archetypes.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

108. The Film and Television Institute of India (FTII) and the National Film Development Corporation (NFDC) played a crucial role in the emergence of:
(A) The studio system of the 1940s.
(B) The Indian New Wave or Parallel Cinema.
(C) The mythological genre in early Indian cinema.
(D) The Bollywood 'masala' film of the 1980s.

109. Which of the following is the most accurate description of "Visual Communication"?
(A) The transmission of ideas and information using spoken language.
(B) The study of literary texts and their historical context.
(C) The conveyance of ideas and information in forms that can be seen.
(D) The analysis of musical scores and sound design.

110. Consider the following statements regarding the 'dominant film paradigm':
(i) It emphasizes psychological motivation for characters.
(ii) It follows a linear narrative with a clear beginning, middle, and end.
(iii) It utilizes continuity editing to create an 'invisible' style.
(iv) It openly acknowledges the artificiality of the process to the audience.

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Which of the above statement(s) is/are correct?
(A) (i) and (iv) only
(B) (ii) and (iv) only
(C) (i), (ii), and (iii) only
(D) (i), (ii), (iii), and (iv)

111. The feeling of patriotism evoked in an audience while watching a film about national heroes is an example of which element in the theory of Rasa?
(A) Rasa (Vira Rasa)
(B) Bhava
(C) Vibhava
(D) Anubhava

112. Identify the INCORRECT pair of a film director and their nationality.
(A) Satyajit Ray - Indian
(B) Sergei Eisenstein - Italian
(C) Jean-Luc Godard - French
(D) Vittorio De Sica - Italian

113. Consider the following principles of Italian Neo-Realism:
(i) A preference for elaborate studio sets.
(ii) A focus on contemporary social problems of ordinary people.
(iii) The use of location shooting to capture post-war reality.
(iv) A commitment to happy endings.
(v) An influence from Hollywood musicals.
Which of the above statement(s) is/are correct?
(A) (i) and (iv) only
(B) (ii) and (iii) only
(C) (i), (iv), and (v) only
(D) (ii), (iii), and (iv) only

114. The term "kitchen sink realism" is a colloquial name for which film movement?
(A) British New Wave
(B) Indian New Wave
(C) German Expressionism
(D) French New Wave

115. An ideological analysis of a popular Indian television soap opera might focus on:
(A) The number of camera cuts per minute.
(B) The actors' salaries and production budget.
(C) The show's representation of family structures and gender roles.
(D) The technical specifications of the broadcast signal.

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116. Read the following statements and select the correct option.
Statement I: A 'close-up' shot in film language typically frames a character's face.
Statement II: An 'extreme long shot' is used to emphasize a subject's relationship with their environment.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

117. Match the Indian filmmaker with the description.
List I: (Filmmaker)
P. Guru Dutt
Q. Mrinal Sen
R. Adoor Gopalakrishnan
S. Bimal Roy.
List II: (Description)
1. Politically charged films like 'Bhuvan Shome'
2. Master of visual poetry in films like 'Pyaasa'
3. Pioneer of the new wave in Kerala with films like 'Elippathayam'
4. Social realist classics like 'Do Bigha Zamin'.
(A) P-1, Q-2, R-4, S-3
(B) P-2, Q-1, R-3, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-2, Q-3, R-1, S-4

118. The transition from the Doordarshan era to the satellite television era in India led to:
(A) A decrease in the number of television channels available.
(B) A fragmentation of the audience and the rise of niche programming.
(C) The end of all government-sponsored programming.
(D) A complete removal of advertisements from television.

119. The concept of 'film and identity in Indian film studies' primarily explores:
(A) The ways cinema constructs a monolithic and singular national identity.
(B) The study of the director's personal vision as an artistic 'auteur'.
(C) The technical aspects of film such as sound

formats or aspect ratios.
(D) The representations of national, regional, caste, and gender identities.

120. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): The Hindi film song is not an arbitrary interpolation but an integral part of the narrative logic of commercial Indian cinema.
Reason (R): It performs multiple functions, such as expressing character subjectivity and enhancing the film's aesthetic and commercial appeal.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

121. In visual analysis, a traffic light where red means 'stop' and green means 'go' is an example of what type of sign?
(A) Icon
(B) Index
(C) Symbol
(D) Metonym

122. Which film is considered the first Indian 'talkie'?
(A) Alam Ara
(B) Raja Harishchandra
(C) Pather Panchali
(D) Mother India

123. Consider the following statements regarding the French New Wave:
(i) Adherence to the 180-degree rule and continuity editing.
(ii) Large production budgets and extensive use of studio sets.
(iii) A critical distance from American Hollywood cinema.
(iv) Praise for established, conventional filmmaking practices.
Which of the above statement(s) is/are INCORRECT?
(A) (i) and (ii) only
(B) (iii) and (iv) only
(C) (i), (ii), and (iv) only
(D) (i), (ii), (iii), and (iv)

124. The 'Golden Age' of Indian cinema (late 1940s-1960s) is associated with directors like:
(A) Anurag Kashyap, Dibakar Banerjee, Zoya Akhtar
(B) Raj Kapoor, Guru Dutt, Bimal Roy
(C) Adoor Gopalakrishnan, G. Aravindan, Girish Kasaravalli
(D) Dadasaheb Phalke, J.F. Madan, Ardeshir Irani

125. The editing style that seeks to be 'invisible' by ensuring smooth transitions and maintaining temporal coherence is called:
(A) Montage editing
(B) Jump-cut editing
(C) Continuity editing
(D) Rhythmic editing

126. Read the following statements and select the correct option.
Statement I: German Expressionism sought to portray an objective, external reality.
Statement II: Soviet Montage emphasized the importance of a single, unedited long take.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

127. Match the cinematic concept with its description.
List I: (Concept)
P. Mise-en-scène
Q. Cinematography
R. Editing
S. Sound Design.
List II: (Description)
1. Art of framing and lighting
2. Arrangement of everything in the frame
3. Creation and mixing of audio elements
4. Joining of shots to create a sequence.
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-1, R-4, S-3
(C) P-4, Q-3, R-2, S-1
(D) P-2, Q-4, R-1, S-3

128. A filmmaker from the Indian New Wave movement would most likely choose to make a film about:
(A) A superhero saving the world from an alien

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(C) Formalist analysis
(D) Psychoanalytic analysis

164. The term 'mise-en-scène' is a French term that literally means:
(A) "Cutting in the camera"
(B) "Movement of the soul"
(C) "Light and shadow"
(D) "Placing on stage"

165. Consider the following statements regarding cinema movements:
(i) British New Wave was known for its "kitchen sink realism".
(ii) Italian Neo-Realism focused on the wealthy elite.
(iii) Soviet Montage promoted long takes.
(iv) German Expressionism used distorted visuals.
(v) French New Wave employed jump cuts.
Which of the above statement(s) is/are correct?
(A) (i), (iv), and (v) only
(B) (ii), (iii), and (iv) only
(C) (i), (ii), and (iii) only
(D) (iii), (iv), and (v) only

166. A television program like "Kaun Banega Crorepati" is best categorized under which approach to analysis?
(A) A study of a fictional narrative genre like the soap opera.
(B) An analysis of a non-fictional entertainment format (quiz show/reality TV).
(C) An examination of state-sponsored propaganda on Doordarshan.
(D) A critique of children's educational programming.

167. Identify the INCORRECT statement about Indian cinema history.
(A) Dadasaheb Phalke is known as the father of Indian cinema.
(B) The 1970s saw the rise of 'Parallel Cinema' with directors like Shyam Benegal.
(C) 'Alam Ara' (1931) ushered in the era of sound in Indian films.
(D) Ritwik Ghatak's films largely ignored the theme of Partition.

168. In film language, the term 'diegesis' refers to:
(A) The narrative world of the story, including events, characters, and spaces.
(B) The musical score of the film.
(C) The process of film editing.
(D) A conversation between two characters.

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169. What is the 'dominant film paradigm'?
(A) The set of conventions associated with experimental cinema.
(B) The philosophy of Soviet Montage that values editing.
(C) The narrative and stylistic system of classical Hollywood cinema.
(D) The aesthetic rules governing non-commercial Indian cinema.

170. Which of the following is NOT a film by Guru Dutt?
(A) Mother India
(B) Pyaasa
(C) Kaagaz Ke Phool
(D) Sahib Bibi Aur Ghulam

171. Read the following statements regarding visual communication and select the correct option.
Statement I: 'Visual communication' is limited to the study of painting and sculpture.
Statement II: 'Visual analysis' can be applied to film, television, and advertising.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

172. A key aspect of studying 'film and identity in Indian film studies' is examining:
(A) The ways cinema constructs a monolithic and singular national identity.
(B) The interplay of national, regional, linguistic, caste, and gender identities.
(C) The box-office collections of films starring major celebrities.
(D) The chemical composition of 35mm film stock used in the 1950s.

173. Consider the following statements regarding the French New Wave:
(i) A reverence for classical Hollywood directors via the 'auteur' lens.
(ii) Use of lightweight cameras for spontaneous shooting styles.
(iii) Self-reflexive tendencies to remind the

(C) Popular formula films aimed at achieving wide box-office appeal.
(D) Experimental or avant-garde films shown primarily at festivals.

138. Read the following statements and select the correct option.
Statement I: In Bharata's 'Natyashastra', 'Rasa' is the emotional response evoked in the artist.
Statement II: 'Bhava' is the aesthetic experience savoured by the 'Sahrdaya'.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

139. Match the term from film aesthetics with its correct definition.
List I: (Term)
P. Long take
Q. Jump cut
R. Dissolve
S. Diegetic sound.
List II: (Definition)
1. Image gradually disappears while another appears
2. Sound with a source in the story world
3. Cut creating discontinuity in time
4. Shot of unusually long duration.
(A) P-4, Q-3, R-1, S-2
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-1, R-3, S-2
(D) P-2, Q-3, R-1, S-4

140. A filmmaker in the 21st century who shoots a movie on a smartphone and distributes it via a streaming platform is exemplifying:
(A) The dominance of the studio system and traditional exhibition.
(B) The accessibility of digital technology and new distribution models.
(C) A return to silent film aesthetics.
(D) The exclusive use of 35mm film stock.

141. The leading film directors of India before Independence were often associated with:
(A) The Film Finance Corporation (FFC).
(B) The French New Wave movement.
(C) The studio system, such as New Theatres and Bombay Talkies.
(D) Digital filmmaking technologies.

142. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): A central tenet of German Expressionism was the externalization of inner turmoil.
Reason (R): It used distorted mise-en-scène and lighting to visually represent the subjective psychological state of characters.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

143. Which of the following is NOT a characteristic of Soviet Montage theory and practice?
(A) The belief in the primacy of the shot over editing.
(B) The use of editing to create conceptual associations.
(C) The development of different types of montage.
(D) A frequent use for political and propagandistic aims.

144. 'Saturday Night and Sunday Morning' is a representative film of which cinematic movement?
(A) French New Wave
(B) British New Wave
(C) Italian Neo-Realism
(D) German Expressionism

145. Consider the following statements regarding the contributions of key Indian directors:
(i) Guru Dutt's films are known for romantic pessimism.
(ii) Shyam Benegal's 'Ankur' pioneered Hindi 'art cinema'.
(iii) Ritwik Ghatak explored the trauma of Partition.
(iv) Satyajit Ray's 'Apu Trilogy' brought international recognition.
Which of the above statement(s) is/are correct?
(A) (i) and (ii) only
(B) (iii) and (iv) only
(C) (i), (ii), and (iii) only
(D) (i), (ii), and (iii), and (iv)

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146. A smoke-filled dark alleyway in a film noir is used to create mystery and danger. The meaning generated by these visual elements is an example of:
(A) Connotation
(B) Denotation
(C) Metonymy
(D) Synecdoche

147. An analysis of Indian television focusing on the shift from Doordarshan to a multi-channel environment is primarily an analysis of:
(A) The aesthetic quality of individual shows.
(B) The psychological impact of a specific character.
(C) The historical and structural evolution of the industry.
(D) The semiotics of television advertising.

148. Consider the following aspects of film aesthetics and language:
(i) A low-angle shot makes a subject appear powerful.
(ii) Non-diegetic sound originates within the world of the film.
(iii) A jump cut is a key technique of continuity editing.
(iv) Mise-en-scène includes costume, props, and set design.
(v) Deep focus cinematography keeps only the foreground in focus.
Which of the above statement(s) is/are correct?
(A) (i) and (iv) only
(B) (ii), (iii), and (v) only
(C) (i), (ii), and (iv) only
(D) (iii) and (v) only

149. The film 'Breathless' (À bout de souffle) by Jean-Luc Godard is an iconic example of:
(A) Soviet Montage
(B) Italian Neo-Realism
(C) French New Wave
(D) German Expressionism

150. In the theory of Dhvani, the literal meaning of a text is called:
(A) Dhvanyartha
(B) Vachyartha
(C) Vyangyartha
(D) Lakshyartha

151. Read the following statements regarding the Indian New Wave and select the correct option.
Statement I: The Indian New Wave was a commercial success on par with Bollywood.
Statement II: This movement prioritized realistic narratives and social concerns.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

152. Match the film movement with a key director associated with it.
List I: (Movement)
P. Indian New Wave
Q. British New Wave
R. German Expressionism
S. Soviet Montage.
List II: (Director)
1. F. W. Murnau
2. Shyam Benegal
3. Dziga Vertov
4. Tony Richardson.
(A) P-1, Q-3, R-2, S-4
(B) P-2, Q-4, R-1, S-3
(C) P-3, Q-1, R-4, S-2
(D) P-2, Q-3, R-1, S-4

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153. A historian watching a 'period film' set in Mughal India would undertake a visual analysis focusing on:
(A) The specific box office performance of the historical film.
(B) The balance between digital and practical special effects.
(C) The accuracy of the costumes, architecture, and social customs.
(D) The private lives and public personas of the leading actors.

154. Which of the following is NOT a 'Rasa' in the traditional Indian aesthetic theory?
(A) Satya (Truth)
(B) Adbhuta (Wonder)
(C) Raudra (Fury)
(D) Bhayanaka (Terror)

155. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.

Assertion (A): The rise of multiplexes in urban India has influenced the kinds of films being produced.
Reason (R): Multiplexes cater to a niche audience more receptive to unconventional themes and experimental narratives.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

156. The work of directors like Anurag Kashyap, Dibakar Banerjee and Zoya Akhtar is representative of:
(A) The pre-Independence studio era.
(B) A new wave of independent-spirited Hindi cinema in the 21st century.
(C) The 'Golden Age' of the 1950s.
(D) The state-sponsored Parallel Cinema of the 1970s.

157. A skull and crossbones image universally signifies 'danger' or 'poison'. In semiotic terms, this sign functions as a:
(A) Icon
(B) Index
(C) Symbol
(D) Symptom

158. Consider the following statements regarding national cinema movements:
(i) Italian Neo-realism focused on fantasy.
(ii) French New Wave filmmakers were often critics for Cahiers du Cinéma.
(iii) German Expressionism used realistic settings.
(iv) Soviet Montage theorists championed editing.
Which of the above statement(s) is/are correct?
(A) (i) and (iii) only
(B) (ii) and (iv) only
(C) (i), (ii), and (iii) only
(D) (ii), (iii), and (iv) only

159. The central thesis of Laura Mulvey's 'Visual Pleasure and Narrative Cinema' is that:
(A) The dominant cinematic gaze is structured as masculine, objectifying the female figure.
(B) Classical Hollywood cinema offers a neutral viewing experience for all genders.
(C) The primary pleasure of cinema is intellectual rather than visual.
(D) Female directors are incapable of creating commercially successful films.

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160. What is a key distinction between film theory and film criticism?
(A) Theory is written by academics, while criticism is written by journalists.
(B) Theory seeks general principles of the medium, while criticism evaluates specific films.
(C) Theory focuses on silent films, while criticism focuses on modern films.
(D) There is no distinction; the terms are interchangeable.

161. Read the following statements regarding the Hindi film song and select the correct option.
Statement I: The Hindi film song often serves a narrative function by condensing time.
Statement II: Playback singing is a defining convention of commercial Indian cinema.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

162. Match the following Indian directors with a film they directed.
List I: (Director)
P. Bimal Roy
Q. Satyajit Ray
R. Raj Kapoor
S. Mrinal Sen.
List II: (Film)
1. Charulata
2. Awaara
3. Bhuvan Shome
4. Do Bigha Zamin.
(A) P-4, Q-1, R-2, S-3
(B) P-1, Q-4, R-3, S-2
(C) P-4, Q-2, R-1, S-3
(D) P-2, Q-1, R-4, S-3

163. A visual analysis of a painting that focuses solely on the arrangement of lines, colors, and shapes is an example of:
(A) Iconographic analysis
(B) Marxist analysis

invasion.
(B) The struggles of a landless peasant against a feudal landlord.
(C) A love story set in exotic foreign locations with elaborate song sequences.
(D) A historical epic with a multi-million dollar budget and thousands of extras.

129. The term 'non-commercial' cinema in India is often used interchangeably with:
(A) Mainstream Cinema
(B) Parallel Cinema
(C) Masala Film
(D) Bollywood

130. The following question consists of two statements—an Assertion (A) and a Reason (R). Answer the question by selecting the appropriate option.
Assertion (A): Realist film theorists like André Bazin championed techniques such as the long take and deep-focus cinematography.
Reason (R): They believed these techniques better preserve the ambiguity and spatial integrity of reality, allowing the spectator more freedom of interpretation compared to manipulative editing.
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

131. Who among the following directors is NOT considered part of the celebrated "triumvirate" of Bengali cinema alongside Satyajit Ray and Ritwik Ghatak?
(A) Mrinal Sen
(B) Tapan Sinha
(C) Guru Dutt
(D) Rituparno Ghosh

132. In the context of visual analysis, the literal definition of what is shown in an image is its:
(A) Connotative meaning
(B) Symbolic meaning
(C) Mythic meaning
(D) Denotative meaning

133. Consider the following statements regarding the Indian film industry:
(i) The Hindi film industry is the only film-producing industry in India.
(ii) Regional cinemas have their own distinct identities.
(iii) The star system plays a role in commercial viability.
(iv) The Partition of India has been a recurring theme.
(v) All Indian films follow the generic conventions of Hollywood.
Which of the above statement(s) is/are correct?
(A) (i), (iv), and (v) only
(B) (ii), (iii), and (iv) only
(C) (i), (iii), and (v) only
(D) (ii), (iii), and (v) only

134. Which film theory is most concerned with the ideological effects of the material conditions of film viewing, including the theater and the screen?
(A) Auteur Theory
(B) Apparatus Theory
(C) Genre Theory
(D) Realist Theory

135. The French New Wave emerged in which decade?
(A) 1920s
(B) 1940s
(C) 1980s
(D) Late 1950s and 1960s

136. Arrange the following events related to cinema in a chronological order:
(i) Emergence of the French New Wave,
(ii) Invention of the Cinématographe,
(iii) Release of 'The Jazz Singer',
(iv) Emergence of Italian Neo-Realism.
(A) (ii), (iii), (iv), (i)
(B) (i), (ii), (iv), (iii)
(C) (iii), (ii), (i), (iv)
(D) (ii), (iv), (iii), (i)

137. Which of the following best defines 'commercial genre' in the context of Indian cinema?
(A) Films made for social reform with no regard for generating profit.
(B) Documentary films funded exclusively through government grants.

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audience they are watching a film.
(iv) Strict adherence to the rules of continuity editing.
Which of the above statement(s) is/are correct?
(A) (iv) only
(B) (i) and (iv) only
(C) (i), (ii), and (iii) only
(D) (ii) and (iii) only

174. The theory of Rasa, central to Indian aesthetics, aims to explain:
(A) The rules of poetic meter and rhyme.
(B) The principles of architectural design.
(C) The economic structure of the art market.
(D) The process of evoking and experiencing aesthetic emotion in performance art.

175. The film 'Rome, Open City' (1945) by Roberto Rossellini is a landmark film of which movement?
(A) Italian Neo-Realism
(B) German Expressionism
(C) French New Wave
(D) British New Wave

176. Which of the following correctly pairs a film director with their signature style or primary thematic concern?
(A) Satyajit Ray - Masala entertainers
(B) Ritwik Ghatak - Trauma of Partition
(C) Manmohan Desai - Kitchen sink realism
(D) Adoor Gopalakrishnan - Urban crime thrillers

177. A critic analyzing recurring motifs across Alfred Hitchcock's films is primarily using which theoretical approach?
(A) Genre Theory
(B) Auteur Theory
(C) Formalist Theory
(D) Marxist Theory

178. Read the following statements regarding film sound and select the correct option.
Statement I: Diegetic sound can be either on-screen or off-screen.
Statement II: A film's musical score is always an example of diegetic sound.
(A) Both Statement I and Statement II are true.
(B) Both Statement I and Statement II are false.
(C) Statement I is true, but Statement II is false.
(D) Statement I is false, but Statement II is true.

179. In the evolution of Indian cinema, the term 'Parallel Cinema' is used to describe:
(A) The commercial Hindi film industry based in Mumbai.
(B) Films that were simultaneously shot in multiple languages.
(C) A state-supported alternative to mainstream commercial films.
(D) The genre of mythological films popular in the early 20th century.

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180. In visual analysis, the cultural and emotional associations of a color are part of its:
(A) Denotative meaning
(B) Indexical value
(C) Physical property
(D) Connotative meaning

181. 'Cinema in the new millennium' has been profoundly shaped by:
(A) The strict enforcement of the studio system.
(B) A universal return to silent, black-and-white filmmaking.
(C) The transition from analog to digital technologies.
(D) The complete disappearance of theatrical exhibition.

182. A film set in the 1920s that meticulously recreates the fashion and architecture of that era belongs to the genre of:
(A) Science Fiction
(B) Period Cinema
(C) Film Noir
(D) Musical

183. Identify the CORRECT pair from the following:
(A) Soviet Montage - Long takes and deep focus
(B) German Expressionism - Realistic and natural settings
(C) French New Wave - Continuity editing
(D) Italian Neo-realism - Use of non-professional actors

184. The 'theory of Dhvani' in Indian poetics gives primacy to:
(A) The suggested, resonant, and indirect meaning.
(B) The literal, direct meaning of a work.

232. In a western, the hero wearing a white hat and villain a black hat is a:
(A) Convention
(B) Paradox
(C) Anomaly
(D) Accident

233. The 'dominant paradigm' of filmmaking emphasizes all EXCEPT:
(A) Narrative clarity
(B) Goal-oriented characters
(C) Audience alienation effects
(D) Continuity editing

234. In semiotics, the relationship between signifier and signified is the basis of the:
(A) Sign
(B) Code
(C) Text
(D) Context

235. Films like 'Ankur' and 'Manthan' are examples of:
(A) Mythological genre
(B) Studio-era films
(C) 21st-century digital cinema
(D) Indian New Wave of the 1970s

236. Which statement accurately distinguishes commercial and non-commercial Indian cinema?
(A) Commercial is black-and-white, non-commercial is color.
(B) Commercial prioritizes star value, non-commercial prioritizes realism.
(C) Commercial is only Hindi, non-commercial is all other languages.
(D) Commercial is state-funded, non-commercial is privately funded.

237. The experience of watching a film in a dark theater where the spectator is immobile is a concern of:
(A) Auteur Theory
(B) Genre Theory
(C) Apparatus Theory
(D) Realist Theory

238. Which of the following is NOT a film directed by a post-Independence Indian director?
(A) Pather Panchali (Satyajit Ray)
(B) Pyaasa (Guru Dutt)
(C) Ankur (Shyam Benegal)
(D) Raja Harishchandra (Dadasaheb Phalke)

239. The aesthetic of 'Italian Neo-Realism' included:
(A) Shooting on location and using available light.
(B) Fantasy sequences and musical numbers.
(C) Highly polished, professional actors.
(D) Non-linear plot structures.

240. The term "Bollywood" refers specifically to:
(A) The entire Indian film industry.
(B) The commercial Hindi-language industry based in Mumbai.
(C) The state-funded art cinema.
(D) The South Indian industries.

241. In Rasa theory, the permanent emotion awakened during a performance is:
(A) Rasa
(B) Sthayi Bhava
(C) Anubhava
(D) Vibhava

242. A film shot in the "cinema in the new millennium" might be characterized by:
(A) Digital camera production released on streaming and in multiplexes.
(B) Exclusive distribution of 35mm prints to single-screen theaters.
(C) A lack of sound and color to intentionally emulate early cinema.
(D) Strict government control with no involvement of private funding.

243. The study of how genres evolve over time is a key part of:
(A) Auteur Theory
(B) Psychoanalytic Theory
(C) Genre Theory
(D) Formalist Theory

244. A melancholic violin theme playing for a sad character is a:
(A) Diegetic sound effect
(B) Jump cut
(C) Pan shot
(D) Leitmotif

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197. Which of the following best describes the Indian New Wave cinema?
(A) A movement focused on creating high-budget commercial blockbusters.
(B) The first phase of silent cinema in India.
(C) A government-supported art cinema movement emphasizing social realism.
(D) A movement dedicated to remaking successful Hollywood films.

198. Smoke as a sign of fire is a classic example of which type of sign in Peircean semiotics?
(A) Icon
(B) Index
(C) Symbol
(D) Ligisign

199. 'Cinema of the new millennium' is partly defined by:
(A) A rejection of all new technologies.
(B) A mandated return to the studio system of the 1940s.
(C) The exclusive production of silent films.
(D) The impact of globalization and digital media on production.

200. Director Mrinal Sen is known for his:
(A) Politically committed and formally experimental films.
(B) Adherence to the classical Hollywood narrative style.
(C) Lavish romantic musicals.
(D) Mythological epics.

201. Consider the following statements regarding the role of the Hindi film song:
(i) It is a key element for commercial promotion.
(ii) It can express character interiority.
(iii) Lyrics can advance the narrative.
(iv) It is always sung live by the actors on set.
Which of the above statement(s) is/are correct?
(A) (i), (ii), and (iii) only
(B) (i) and (iv) only
(C) (ii), (iii), and (iv) only
(D) (i), (ii), (iii), and (iv)

202. Which of the following is NOT a film by Satyajit Ray?
(A) Meghe Dhaka Tara
(B) Pather Panchali
(C) Charulata
(D) Shatranj Ke Khilari

203. A low-angle shot is often used to make a subject seem:
(A) Weak and insignificant
(B) Distant and remote
(C) Normal and unremarkable
(D) Powerful and imposing

204. The evolution from commercial to 'non-commercial' genres in Indian cinema marks a shift from:
(A) Transitioning from realistic social dramas to large-scale musical spectacles.
(B) Shifting from entertainment and spectacle to social realism and artistic expression.
(C) Moving from critical social commentary toward lighthearted popular entertainment.
(D) Changing from urban-centered narratives to focus primarily on rural stories.

205. The 'male gaze' is a concept from:
(A) Realist film theory
(B) Russian formalism
(C) Feminist film theory
(D) Auteur theory

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206. 'Battleship Potemkin' is a landmark film of the Soviet Montage movement directed by:
(A) Dziga Vertov
(B) Vsevolod Pudovkin
(C) Lev Kuleshov
(D) Sergei Eisenstein

207. Consider the following characteristics associated with Italian Neo-Realism:
(i) Shooting on location.
(ii) Use of non-professional actors.
(iii) Stories focusing on post-war struggle.
(iv) Highly stylized studio sets.
(v) Narratives with happy, resolved endings.
Which of the above statement(s) is/are correct?
(A) (iv) and (v) only
(B) (i), (ii), and (iii) only
(C) (i), (iv), and (v) only
(D) (ii), (iii), and (iv) only

208. The term 'Bhadralok' which features in discussions of identity in Indian cinema, refers to:

(C) The rhythmic and metrical structure of poetry.
(D) The biographical details of the author.

185. A key characteristic of the British New Wave was its focus on:
(A) The lives of the aristocracy and royalty.
(B) Fantastical and mythological stories.
(C) The experiences of angry, disillusioned, working-class protagonists.
(D) The glamour and excitement of London's high society.

186. Which of the following is NOT typically considered a component of film aesthetics?
(A) Box-office revenue
(B) Cinematography
(C) Mise-en-scène
(D) Editing

187. The emergence of private satellite channels in India in the 1990s led to:
(A) The strengthening of Doordarshan's monopoly.
(B) A decline in television viewership across the country.
(C) The banning of all foreign television content.
(D) A significant increase in programming diversity and competition.

188. 'Pather Panchali', 'Aparajito', and 'Apur Sansar' form a famous trilogy directed by:
(A) Ritwik Ghatak
(B) Satyajit Ray
(C) Mrinal Sen
(D) Guru Dutt

189. A shot that is framed from the chest up on a person is known as a:
(A) Long shot
(B) Close-up
(C) Medium shot
(D) Extreme close-up

190. Which of the following statements about film and identity in India is most accurate?
(A) Cinema successfully creating a single, homogenous national identity.
(B) The concept of identity being largely irrelevant to film studies.
(C) Post-independence films completely avoiding themes of identity.
(D) Cinema serving to negotiate regional, linguistic, and caste identities.

191. The use of distorted sets and dramatic shadows in 'The Cabinet of Dr. Caligari' are hallmarks of:
(A) German Expressionism
(B) Italian Neo-realism
(C) French New Wave
(D) Soviet Montage

192. Which of the following statements about Indian television is INCORRECT?
(A) Doordarshan was the sole broadcaster in India for several decades.
(B) 'K-serials' of the 2000s were known for their realism and documentary style.
(C) The 1990s saw a boom in satellite television with private players.
(D) Reality television formats have become popular in the 21st century.

193. The analysis of film based on the idea that the director is the primary creative force is known as:
(A) Genre theory
(B) Auteur theory
(C) Formalist theory
(D) Marxist theory

194. In the context of Indian poetics, 'Rasa' can be best translated as:
(A) Aesthetic flavour or emotion
(B) Narrative plot
(C) Character arc
(D) Metrical pattern

195. Identify the INCORRECT pair of a director and a film movement.
(A) Jean-Luc Godard - French New Wave
(B) Sergei Eisenstein - Soviet Montage
(C) Satyajit Ray - German Expressionism
(D) Vittorio De Sica - Italian Neo-realism

196. The practice of cutting between two different scenes happening at the same time is called:
(A) Jump cut
(B) Match cut
(C) Dissolve
(D) Cross-cutting or Parallel editing

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221. Consider the following statements regarding the evolution of Indian cinema:
(i) 'Raja Harishchandra' was India's first feature.
(ii) The 'studio system' was prominent in the pre-independence era.
(iii) The 1970s saw 'parallel' art cinema.
(iv) The 21st century has seen 'multiplex' cinema.
Which of the above statement(s) is/are correct?
(A) (i) and (iii) only
(B) (ii) and (iv) only
(C) (i), (ii), and (iv) only
(D) (i), (ii), (iii), and (iv)

222. The lighting style that uses stark contrasts between light and dark is:
(A) High-key lighting
(B) Soft lighting
(C) Flat lighting
(D) Chiaroscuro

223. What are the 'Vibhavas' in the context of Rasa theory?
(A) The determinants or causes that give rise to an emotion.
(B) The consequent physical expressions of an emotion.
(C) The transient or fleeting emotions.
(D) The final aesthetic sentiment experienced by the audience.

224. The films of Bimal Roy, such as 'Do Bigha Zamin', are cited as examples of:
(A) Avant-garde experimentation
(B) Social realism
(C) Mythological fantasy
(D) Post-modern pastiche

225. A visual analysis of an advertisement decoding signs and symbols to create a 'myth' draws upon the work of:
(A) André Bazin
(B) Roland Barthes
(C) Sergei Eisenstein
(D) V. I. Pudovkin

226. Which of the following is a characteristic of French New Wave cinema?
(A) Use of jump cuts and breaking the fourth wall.
(B) Large budgets and elaborate special effects.
(C) Strict adherence to pre-written scripts.
(D) A preference for studio-based filming.

227. Identify the correct chronological order:
(i) Indian New Wave,
(ii) Studio System in India,
(iii) 'Alam Ara',
(iv) Multiplex cinema.
(A) (iii), (ii), (i), (iv)
(B) (ii), (iii), (i), (iv)
(C) (i), (iii), (ii), (iv)
(D) (ii), (i), (iv), (iii)

228. Consider the following statements regarding movements:
(i) German Expressionism emerged after WWII.
(ii) Italian Neo-Realism showed post-war life reality.
(iii) Indian New Wave received support from FFC.
(iv) British New Wave was 'Kitchen Sink Realism'.
Which of the above statement(s) is/are correct?
(A) (i), (iii), and (v) only
(B) (ii), (iii), and (iv) only
(C) (i), (iv), and (v) only
(D) (ii), (iv), and (v) only

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229. A filmmaker uses a red filter to tint a scene. This is related to:
(A) Editing
(B) Mise-en-scène
(C) Cinematography (color)
(D) Sound design

230. The shift in Indian television from public service to commercial models represents a shift in:
(A) Narrative complexity
(B) Institutional structure and ideology
(C) Technological standards
(D) Acting styles

231. The concept that a film's style reflects the director's vision is central to:
(A) Genre theory
(B) Formalist theory
(C) Apparatus theory
(D) Auteur theory

253. What aspect of the medium does television theory specifically address, as mentioned in the text?
(A) The use of celebrity actors and high production budgets.
(B) The global distribution of content through streaming services.
(C) Its characteristics of flow, seriality, and domestic context.
(D) The influence of cinematic techniques on television shows.

254. Based on the passage, what is the ultimate goal of applying a theoretical lens to film and television?
(A) To achieve a purely objective and unbiased review of a media text.
(B) To develop a universal standard for what constitutes a "good" film.
(C) To focus exclusively on the economic conditions of media production.
(D) To move beyond subjective appreciation to a more rigorous interpretation.

255. The passage suggests that film and television are significant because they:
(A) are the most profitable forms of entertainment.
(B) provide a simple and direct reflection of the real world.
(C) structure our perception of reality, narrative, and identity.
(D) are primarily concerned with aesthetic beauty over social commentary.

Direction : Please read the following source carefully.

The study of film and identity within the context of Indian cinema is a critical field that explores the intricate ways in which cinematic narratives shape, reflect, and contest notions of being and belonging. Indian films have long served as a powerful medium for the construction and dissemination of national identity, often portraying a unified, yet diverse, idea of India. However, this is frequently complicated by representations of regional, linguistic, and religious identities that can either align with or challenge dominant national narratives. Film and identity studies also delve into how cinema engages with social hierarchies, including caste, class, and gender, interrogating the ways in which on-screen portrayals can reinforce or subvert established power structures. For instance, the depiction of the 'ideal' Indian woman or the heroic male protagonist has significant implications for shaping societal norms and individual self-perception. Furthermore, the analysis extends to the identity of diasporic communities, examining how Indian cinema helps them negotiate their relationship with a perceived homeland. By analyzing characterizations, thematic concerns, and audience reception, scholars can unpack the role of film as a cultural site where identities are constantly being articulated, negotiated, and redefined, making it a vital area of Indian film studies.

Based on the above source, attempt the following five questions.

256. What is the central focus of studying film and identity in Indian cinema, as described in the passage?
(A) Analyzing the box-office success of films based on their themes.
(B) Exploring how cinema shapes, reflects, and contests notions of identity.
(C) Cataloging the different languages used in Indian films.
(D) Studying the technical aspects of filmmaking across different regions.

257. According to the text, how do representations of regional and religious identities relate to the national narrative in Indian films?
(A) They are always presented as being in conflict with the national identity.
(B) They are completely ignored in favor of a singular national identity.
(C) They are only featured in films made for international audiences.
(D) They can either align with or challenge the dominant national narratives.

258. The passage suggests that the portrayal of characters in Indian cinema has implications for:
(A) shaping societal norms and individual self-perception.
(B) the film's international distribution rights.
(C) the development of new cinematic technologies.

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245. Which of the following is the best description of the Indian New Wave cinema?
(A) A film movement that rejected realism in favor of spectacle.
(B) A commercially driven movement focused on blockbusters.
(C) An art-film movement engaging with social and political realities.
(D) The period of early silent mythological films.

246. The concept of the 'male gaze' was introduced by:
(A) Andre Bazin
(B) Laura Mulvey
(C) Christian Metz
(D) Sergei Eisenstein

247. A close-up of a ringing telephone followed by a character waking up is a principle of:
(A) Mise-en-scène
(B) Cinematography
(C) Sound mixing
(D) Editing (continuity)

248. The films of the British New Wave are "Kitchen Sink Realism" because they:
(A) Dealt with the mundane domestic realities of working-class life.
(B) Were all filmed in actual kitchens.
(C) Featured famous chefs as protagonists.
(D) Used a messy and chaotic editing style.

249. An image that has a physical resemblance to the thing it represents is a/an:
(A) Index
(B) Symbol
(C) Icon
(D) Metaphor

250. The introduction of sound in Indian cinema happened with the release of:
(A) Alam Ara (1931)
(B) Raja Harishchandra (1913)
(C) Pather Panchali (1955)
(D) Mother India (1957)

Direction : Please read the following source carefully.

Film and television theory provides the critical architecture for understanding moving images not merely as entertainment but as complex cultural, aesthetic, and ideological constructs. These theoretical frameworks offer systematic methods for analyzing how films and television programs create meaning, influence audiences, and reflect or shape social values. The study encompasses a wide range of perspectives, from formalist approaches that focus on the specific techniques of the medium—such as cinematography, editing, and sound—to contextual approaches that examine the historical, economic, and political conditions of production and reception. Film theory delves into the nature of cinematic representation, spectatorship, and the psychological impact of the viewing experience. Similarly, television theory addresses the unique characteristics of the broadcast medium, including its flow, seriality, and domestic context. By engaging with these theories, scholars and critics can move beyond subjective appreciation to a more rigorous and nuanced interpretation of the ways in which film and television structure our perception of reality, narrative, and identity. The application of a theoretical lens is thus fundamental to the academic discipline of film and visual communication, enabling a deeper comprehension of the power and complexity inherent in audio-visual media.

Based on the above source, attempt the following five questions.

251. According to the passage, what is the primary function of film and television theory?
(A) To provide a history of cinematic achievements.
(B) To offer systematic methods for analyzing moving images as cultural constructs.
(C) To train technicians in the craft of filmmaking and television production.
(D) To rank films and television shows based on their entertainment value.

252. The passage distinguishes between two major types of theoretical approaches. What are they?
(A) Formalist and contextual approaches.
(B) Commercial and non-commercial approaches.
(C) Historical and futuristic approaches.
(D) Psychological and sociological approaches.

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(A) The Dalit community in Maharashtra
(B) The middle-class/intelligentsia, particularly in Bengal
(C) The landed gentry of rural Punjab
(D) The urban working class of Mumbai

209. An approach to analysis of Indian television examining how soap operas reinforce traditional family values would be:
(A) Formal analysis
(B) Ideological analysis
(C) Genre analysis
(D) Reception analysis

210. The theory that suggests meaning in art is conveyed through suggestion rather than direct statement is:
(A) Dhvani theory
(B) Rasa theory
(C) Auteur theory
(D) Genre theory

211. Which director was known for his 'tramp' character in films like 'Awaara' and 'Shree 420'?
(A) Guru Dutt
(B) Bimal Roy
(C) Raj Kapoor
(D) Mehboob Khan

212. What does 'visual analysis' primarily involve?
(A) Reading the screenplay of a film.
(B) Calculating the production budget of a show.
(C) Interviewing the actors of a film.
(D) Deconstructing formal and thematic elements of a visual text.

213. All of the following are national cinema movements EXCEPT:
(A) Soviet Montage cinema
(B) Italian Neo-Realistic cinema
(C) Hollywood Golden Age cinema
(D) French New Wave cinema

214. The term 'continuity editing' aims to:
(A) Draw attention to the process of editing.
(B) Create a smooth, unbroken flow of action that is 'invisible'.
(C) Juxtapose images to create an intellectual concept.
(D) Deliberately break the rules of spatial continuity.

215. The Film Finance Corporation (FFC), later NFDC, was instrumental in funding:
(A) The big-budget studio films of the 1940s.
(B) The early mythological films of Phalke.
(C) The multi-starrer action films of the 1980s.
(D) The Indian New Wave or 'Parallel Cinema'.

216. In the Saussurean model, the relationship between the signifier and the signified is:
(A) Arbitrary and conventional
(B) Natural and necessary
(C) Iconic and motivated
(D) Indexical and causal

217. Identify the INCORRECT statement regarding film theory.
(A) Auteur theory posits the director as the 'author' of a film.
(B) Feminist film theory critiques the patriarchal ideologies in cinema.
(C) Apparatus theory argues that the cinematic technology is ideologically neutral.
(D) Realist film theory values ambiguity and the long take.

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218. The trauma of the Partition of India is a central theme in the films of:
(A) Ritwik Ghatak
(B) Adoor Gopalakrishnan
(C) Girish Kasaravalli
(D) Satyajit Ray

219. The 'Odessa Steps sequence' from 'Battleship Potemkin' is a prime example of:
(A) The long take
(B) Deep focus cinematography
(C) Kitchen sink realism
(D) Intellectual montage

220. Which of the following is a defining feature of 'cinema in the new millennium'?
(A) The exclusive use of 35mm film stock.
(B) The convergence of media and rise of digital distribution platforms.
(C) The complete abandonment of narrative filmmaking.
(D) A strict separation between national cinemas.

(D) the accuracy of historical events depicted.

259. Which of the following is NOT mentioned in the passage as a facet of identity explored in Indian film studies?
(A) National and regional identity.
(B) Gender and class identity.
(C) Political party affiliation.
(D) Diasporic community identity.

260. The passage characterizes Indian cinema as a "cultural site." What does this imply?
(A) A domain where identities are actively articulated and negotiated.
(B) A physical location where films are exclusively screened.
(C) A space primarily for commercial and economic transactions.
(D) A historical archive of unchanging cultural values.

Direction : Please read the following source carefully.

The trajectory of Indian cinema has been significantly shaped by the vision and artistry of its leading film directors, both before and after Independence. In the pre-Independence era, directors were pioneers who established the foundational language of Indian filmmaking, often grappling with mythological and social reform themes within the constraints of colonial rule. Their work laid the groundwork for a narrative and stylistic tradition. After 1947, a new generation of directors emerged, imbued with the spirit of nation-building. These post-Independence filmmakers began to explore more complex themes related to modernity, urbanization, and the disillusionments of the post-colonial state. This period saw the rise of auteurs who used cinema not just for entertainment but as a tool for social commentary and artistic expression, leading to a clearer distinction between mainstream and parallel cinema. The contributions of these leading directors are not limited to their individual films; they also influenced cinematic movements, mentored new talent, and helped define the aesthetic and ideological contours of Indian cinema for subsequent generations. Analyzing the work of these key figures is therefore essential to understanding the evolution of film styles, thematic preoccupations, and the very identity of Indian cinema across different historical junctures.

Based on the above source, attempt the following five questions.

261. What were the common themes for film directors in the pre-Independence era, according to the passage?
(A) Science fiction and post-modernism.
(B) Urban disillusionment and political satire.
(C) The complexities of international diplomacy.
(D) Mythological stories and social reform.

262. The passage suggests that the spirit of nation-building influenced post-Independence directors to explore which set of themes?
(A) The lives of colonial administrators and their families.
(B) Modernity, urbanization, and post-colonial disillusionments.
(C) The glories of ancient Indian empires exclusively.
(D) The benefits of globalization and free-market capitalism.

263. According to the text, the work of post-Independence auteurs contributed to what significant development in Indian cinema?
(A) The complete disappearance of mythological films.
(B) The exclusive use of foreign locations for film shoots.
(C) A clearer distinction between mainstream and parallel cinema.
(D) The standardization of a single national film language.

264. How does the passage characterize the broader impact of leading Indian directors beyond their own films?
(A) They primarily focused on securing financial success for their studios.
(B) Their influence was limited to the specific region in which they worked.
(C) They actively avoided engaging in social commentary in their work.
(D) They influenced cinematic movements and mentored new talent.

265. What is the central argument of the passage regarding the study of leading directors?

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(A) It is essential for understanding the historical evolution of Indian cinema.
(B) It is only important for understanding commercial cinema.
(C) It is less important than studying audience reception.
(D) It is relevant only for the pre-Independence period.

Direction : Please read the following source carefully.

Indian cinema in the 21st century, often referred to as cinema in the new millennium, represents a dynamic and transformative phase in its history. This era is characterized by significant technological advancements, a diversification of narrative forms, and a shift in thematic concerns. The proliferation of digital filmmaking has democratized the production process, while the rise of multiplexes and, more recently, streaming platforms has altered distribution and consumption patterns. Thematically, contemporary Indian cinema has expanded its canvas to explore a wider range of subjects, moving beyond traditional formulas to tackle complex issues such as mental health, LGBTQ+ identities, political dissent, and urban alienation with greater nuance. There is also a noticeble trend towards genre-blending and more realistic storytelling, even within the commercial format. Furthermore, the boundaries between mainstream and independent cinema have become increasingly blurred, with many films successfully combining artistic merit with commercial appeal. This period also reflects a more globalized outlook, with Indian films gaining greater visibility on the international stage and narratives often engaging with diasporic experiences and transnational issues. Cinema in the new millennium is thus a site of constant innovation and negotiation, reflecting the complexities of a rapidly changing India.

Based on the above source, attempt the following five questions.

266. Which factor is mentioned as having democratized the film production process in 21st-century Indian cinema?
(A) The increase in government funding for films.
(B) The proliferation of digital filmmaking technology.
(C) The strict enforcement of censorship laws.
(D) The establishment of more film schools.

267. According to the passage, how have distribution and consumption patterns of Indian cinema been altered in the new millennium?
(A) Through a return to single-screen theatres.
(B) Through the rise of multiplexes and streaming platforms.
(C) Through a government monopoly on film distribution.
(D) Through the exclusive screening of films at festivals.

268. The passage suggests that a significant thematic shift in 21st-century Indian cinema is the:
(A) exploration of complex subjects like mental health and political dissent.
(B) exclusive focus on historical and mythological epics.
(C) avoidance of all controversial social issues.
(D) return to the simplistic formulas of the 1970s.

269. What trend is described regarding the distinction between mainstream and independent cinema in the new millennium?
(A) The distinction has become more rigid and clearly defined.
(B) Independent cinema has completely replaced mainstream cinema.
(C) The boundaries have become increasingly blurred.
(D) Mainstream cinema has stopped innovating entirely.

270. The passage implies that contemporary Indian cinema's engagement with a "globalized outlook" involves:
(A) producing films exclusively in English.
(B) casting only internationally recognized actors.
(C) abandoning all uniquely Indian cultural references.
(D) narratives engaging with diasporic experiences and transnational issues.

Direction : Please read the following source carefully.

The analysis of Indian television requires a set of

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specific approaches that account for the medium's unique cultural and structural characteristics. Unlike cinema, television is often defined by its continuous 'flow', domestic viewing context, and serialised narrative forms, which profoundly influence its content and reception. One critical approach involves textual analysis of specific programs, such as daily soaps, news broadcasts, or reality shows, to deconstruct their ideological messages, character stereotypes, and narrative conventions. Another important approach is audience studies, which investigates how viewers from different social and cultural backgrounds interpret and use television content in their daily lives, moving beyond the assumption of a passive audience. A historical-political analysis can also be applied, tracing the evolution of Indian television from a state-controlled monopoly (Doordarshan) to a multi-channel, commercialized industry, and examining how this shift has impacted programming and national discourse. Furthermore, a genre-based approach helps in understanding the conventions and audience expectations associated with different types of television content. These analytical frameworks collectively allow for a comprehensive understanding of Indian television as a powerful cultural force that shapes public opinion, reinforces social norms, and serves as a site for both entertainment and ideological contestation.

Based on the above source, attempt the following five questions.

271. Which characteristic is mentioned in the passage as being unique to television compared to cinema?
(A) The use of professional actors.
(B) High production values.
(C) A continuous 'flow' and domestic viewing context.
(D) A single, self-contained narrative.

272. What is the main focus of the "audience studies" approach to analyzing Indian television?
(A) Counting the total number of viewers for a specific show.
(B) Investigating how viewers actively interpret and use television content.
(C) Analyzing the technical quality of the television broadcast signal.
(D) Studying the advertising revenue generated by popular programs.

273. A historical-political analysis of Indian television would primarily focus on which of the following?
(A) The biographies of famous television actors.
(B) The changing fashions and set designs in television serials.
(C) The camera techniques used in news broadcasting.
(D) The evolution from a state-controlled monopoly to a commercialized industry.

274. Deconstructing ideological messages and character stereotypes in a daily soap would be an example of which analytical approach?
(A) Textual analysis.
(B) Audience studies.
(C) Historical-political analysis.
(D) Genre-based approach.

275. The passage concludes that the various approaches to analysis help in understanding Indian television as a:
(A) purely entertainment-focused medium with no social impact.
(B) technologically inferior medium compared to cinema.
(C) powerful cultural force that shapes public opinion and social norms.
(D) transient phenomenon with little long-term significance.

Direction : Please read the following source carefully.

Visual communication is the practice of conveying information and ideas through visual aids, a process fundamental to media like film, television, and photography. It operates on the principle that visual messages can transcend language barriers and often communicate with greater immediacy and emotional impact than text alone. The discipline of visual analysis provides the systematic tools to deconstruct and interpret these messages. Visual analysis involves a close reading of a visual text, paying careful attention to elements such as composition, framing, color, lighting, and mise-en-scène. It is not merely about describing what is seen, but about understanding how these elements work together to produce meaning, evoke emotions, and guide the viewer's

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(A) The complete disappearance of commercial cinema.
(B) A strict government-enforced separation between the two streams.
(C) The absorption of all non-commercial filmmakers into the commercial industry.
(D) The rise of a 'middle cinema' that bridges the artistic-commercial gap.

290. A key difference highlighted between commercial and 'non-commercial' cinema is the latter's tendency to:
(A) eschew the spectacle of song and dance for a naturalistic style.
(B) use more elaborate song-and-dance sequences.
(C) focus exclusively on mythological and historical subjects.
(D) rely heavily on a well-known star system.

Direction : Please read the following source carefully.

The analysis of Indian cinema can be uniquely enriched by applying principles from classical Indian aesthetics and poetics, specifically the theories of Rasa and Dhvani. The theory of Rasa, foundational to Indian performance arts, posits that the primary goal of an artistic work is to evoke a specific aesthetic flavor or emotion in a discerning spectator (the 'rasika'). There are traditionally recognized Rasas, such as Shringara (love/erotic), Hasya (humor), Karuna (sorrow), and Raudra (anger), which can be seen as the emotional core of cinematic scenes and narratives. A filmmaker manipulates various elements to produce a dominant Rasa. Complementing this is the theory of Dhvani, which pertains to suggestion or resonance. Dhvani is the implied, deeper meaning that an artwork communicates beyond its literal or direct sense. It is the art of what is left unsaid but is powerfully evoked. In cinematic terms, Dhvani can be created through symbolism, subtext in dialogue, or suggestive visual compositions. Applying the Rasa-Dhvani framework provides an indigenous theoretical lens to appreciate the nuanced emotional textures and layered meanings in Indian films, offering a culturally specific alternative to purely Western-centric analytical models that might overlook these subtle but crucial aesthetic dimensions.

Based on the above source, attempt the following five questions.

291. What is the primary goal of an artistic work according to the theory of Rasa?
(A) To present a historically accurate account of events.
(B) To generate maximum commercial revenue.
(C) To evoke a specific aesthetic flavor or emotion in the spectator.
(D) To provide a logical and rational argument.

292. In the context of Rasa theory, what is a 'rasika'?
(A) The discerning spectator who experiences the aesthetic emotion.
(B) The director of the film.
(C) The financial backer of the artistic work.
(D) The central character in the narrative.

293. The theory of Dhvani is concerned with which aspect of an artwork?
(A) The literal, direct, and unambiguous message.
(B) The technical perfection of the production.
(C) The historical context in which it was created.
(D) The implied, suggested, or resonant meaning.

294. How can Dhvani be created in cinematic terms, according to the passage?
(A) Through explicit and lengthy expository dialogue.
(B) Through symbolism, subtext, and suggestive visual compositions.
(C) Through a narrator explaining every detail to the audience.
(D) Through the use of a simple, linear, and direct plot.

295. What is the main advantage of using the Rasa-Dhvani framework for analyzing Indian cinema?
(A) It simplifies the analysis by ignoring emotional content.
(B) It focuses solely on the box-office performance of a film.
(C) It offers a culturally specific, indigenous alternative to Western models.
(D) It is a universally applicable model for all world cinemas without exception.

Direction : Please read the following source carefully.

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282. The 'dominant film paradigm' is most closely associated with which style of filmmaking?
(A) Soviet Montage cinema.
(B) Classical Hollywood style.
(C) German Expressionism.
(D) French New Wave.

283. A key characteristic of the dominant film paradigm is its emphasis on:
(A) confusing the audience with ambiguous plots.
(B) a strong, character-driven narrative with clear cause and effect.
(C) drawing attention to the process of editing.
(D) avoiding emotional engagement to promote critical distance.

284. What is the goal of the 'invisible' editing style mentioned in the context of the dominant paradigm?
(A) To create a seamless and immersive reality for the spectator.
(B) To showcase the editor's technical skill.
(C) To deliberately disorient the viewer.
(D) To reduce the overall cost of film production.

285. How have alternative cinematic practices responded to the dominant film paradigm?
(A) By perfectly imitating its rules and conventions.
(B) By focusing solely on financial profitability.
(C) By challenging it with experimental and non-linear narratives.
(D) By ceasing film production altogether.

Direction : Please read the following source carefully.

The evolution of Indian cinema is marked by a dynamic interplay between 'commercial' and 'non-commercial' genres, a distinction that has profoundly shaped its landscape. Commercial cinema, often synonymous with mainstream Bollywood, is characterized by its star-driven narratives, high production values, and a formulaic approach aimed at mass appeal, often integrating melodrama, action, and comedy. A quintessential element of this tradition is the Hindi film song, which is rarely an incidental feature. Instead, the song-and-dance sequence functions as an integral narrative device, capable of expressing a character's inner emotions, advancing the plot, or establishing a specific mood in a way that dialogue alone cannot. In contrast, 'non-commercial' cinema, also known as parallel or art cinema, emerged as a conscious alternative. This stream prioritizes realistic portrayals of social issues, character psychology, and artistic expression over box-office imperatives. It often employs a more subtle, naturalistic style and eschews the grand spectacle of song and dance typical of its commercial counterpart. The evolution of these two streams has not been entirely separate; they have often influenced each other, leading to the rise of a 'middle cinema' that bridges the gap between artistic concerns and commercial viability.

Based on the above source, attempt the following five questions.

286. According to the passage, what is a primary characteristic of commercial Indian cinema?
(A) A focus on niche subjects with limited audience appeal.
(B) The use of amateur actors to enhance realism.
(C) The complete absence of music and songs.
(D) A star-driven, formulaic approach aimed at mass appeal.

287. How does the passage describe the function of the Hindi film song in commercial cinema?
(A) As an unnecessary interruption to the story.
(B) As a purely commercial break for advertisements.
(C) As an integral narrative device for expressing emotion and advancing plot.
(D) As a feature used only in the opening and closing credits.

288. What is the main objective of 'non-commercial' or parallel cinema?
(A) To maximize box-office profits at any cost.
(B) To prioritize realistic portrayals of social issues and artistic expression.
(C) To imitate Hollywood filmmaking styles exactly.
(D) To produce films exclusively for an international audience.

289. The evolution of commercial and non-commercial genres has led to what development, as mentioned in the text?

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massive cultural phenomenon. His dedication to using local themes, particularly from Indian mythology, established a unique cinematic identity that differentiated the domestic industry from foreign imports, earning him the title of the father of cinema.

17. (B) It is always performed by the actors themselves without the use of playback singers.
Music and song sequences are defining characteristics of mainstream Indian cinema, serving various narrative and commercial functions. They often provide insight into a character's inner emotions or transition the plot between different locations. However, these sequences typically rely on professional playback singers who record the vocals in a studio. The actors on screen then synchronize their lip movements to the recorded track, rather than performing the songs themselves during the actual filming.

18. (A) Both A and R are true and R is the correct explanation of A.
Soviet filmmakers discovered that the arrangement of images significantly alters audience perception. This principle demonstrates that viewers generate unique meanings from the relationship between shots rather than from the content of a single shot. It highlights the primary importance of editing as the fundamental creative tool of the medium. By controlling the sequence of visuals, a director can evoke specific emotions and ideas that do not exist within the isolated frames.

19. (C) Laura Mulvey - Apparatus Theory
Modern semiotics and film studies are built upon the foundational concepts of influential thinkers. Roland Barthes explored the cultural construction of myths, while Charles Sanders Peirce classified signs into icons, indices, and symbols. Ferdinand de Saussure defined the basic structure of the signifier and signified. Apparatus theory, however, is generally associated with theorists like Jean-Louis Baudry rather than Laura Mulvey, who is best known for her work on the gaze.

20. (D) British New Wave (Kitchen Sink Realism)
This cinematic movement focused on the gritty reality of industrial life in Northern England during the late fifties and early sixties. It featured disillusioned young men struggling against the limitations of their social class. By adopting a realist aesthetic and shooting in actual domestic and urban settings, it earned the nickname kitchen sink realism. This style provided a powerful template for exploring social decay and the frustrations of the contemporary working class.

21. (A) (i), (ii), and (iii) only
During the sixties and seventies, a state-supported movement emerged to provide an alternative to commercial entertainment. Influenced by European realism, these filmmakers received funding to explore serious social and political themes with a realistic aesthetic. While Satyajit Ray's earlier work paved the way, this specific wave focused on contemporary issues and avoided the traditional formulas of stars and songs. It successfully established a parallel stream of cinema dedicated to artistic integrity.

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22. (B) Dhvani
Indian poetics emphasizes that the highest form of artistic expression occurs through indirect communication. This concept refers to the power of suggestion where the underlying meaning transcends the literal word or image. It is considered the essence of great art because it allows for a resonance that goes beyond basic description. By evoking deeper layers of thought and emotion, this suggested meaning provides a more profound and lasting experience for the cultivated audience.

23. (D) Studies exploring national, regional, linguistic, caste, and gender identities.
Research into Indian cinema has evolved to examine the complex ways in which movies represent and shape social reality. Comprehensive studies go beyond simple national narratives to investigate how films negotiate various layers of belonging, including regional cultures, linguistic groups, and caste hierarchies. By analyzing the depiction of gender and community, scholars uncover how cinema acts as a site for contesting and affirming the diverse identities present within the modern Indian nation-state.

24. (B) (ii) and (iii) only

The history of world cinema is punctuated by influential national cinema movements that challenged dominant conventions and forged new cinematic languages. Among the most significant are Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, and French New Wave cinema. Soviet Montage, emerging in the 1920s, posited that the essence of cinema lay not in the content of individual shots but in their collision through editing, or 'montage,' to create new, often intellectual, meanings. In contrast, German Expressionism, from the same period, focused on the mise-en-scène—distorted sets, dramatic lighting, and stylized acting—to convey the inner, subjective, and often disturbed psychological states of its characters. Post-World War II, Italian Neo-Realism reacted against slick studio productions by emphasizing social-realist themes, shooting on location in war-ravaged cities, and often using non-professional actors to capture the raw-material reality of everyday life. Later, the French New Wave in the late 1950s and 1960s, championed by critic-turned-filmmakers, celebrated the director as an 'auteur' and broke classical rules with techniques like jump cuts, direct address to the camera, and narrative ambiguity. These movements, along with others like the British and Indian New Wave cinemas, represent critical moments of aesthetic and ideological innovation in film history.

Based on the above source, attempt the following five questions.

296. What is the core principle of Soviet Montage cinema as described in the passage?
(A) The use of non-professional actors to achieve realism.
(B) The emphasis on distorted sets and dramatic lighting.
(C) The celebration of the director as the primary author of the film.
(D) The creation of meaning through the collision of shots in editing.

297. German Expressionistic cinema primarily used which cinematic element to convey inner psychological states?
(A) The mise-en-scène, including distorted sets and lighting.
(B) Fast-paced editing and jump cuts.
(C) A journalistic, documentary-like camera style.
(D) Socially conscious themes about the working class.

298. Which of the following is a key characteristic of Italian Neo-Realistic cinema?
(A) Fantastical plots and highly stylized acting.
(B) Shooting on location and using non-professional actors.
(C) A focus on the psychological turmoil of the upper class.
(D) The use of intellectual montage to create abstract ideas.

299. The French New Wave is noted for championing the concept of the director as an:
(A) anonymous craftsman.
(B) 'auteur' or author.
(C) industrial technician.
(D) employee of the state.

300. Based on the passage, what do all the mentioned national cinema movements have in common?
(A) They represent moments of innovation that challenged dominant film conventions.
(B) They all originated in France.
(C) They all relied heavily on non-professional actors.
(D) They all adhered strictly to the rules of classical Hollywood cinema.

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interpretation. For example, a low-angle shot can make a subject appear powerful, while the use of dark, shadowy lighting can create a mood of suspense or fear. By applying principles of visual analysis, one can uncover the underlying ideologies, cultural assumptions, and persuasive strategies embedded within an image or a sequence of images. This analytical skill is crucial for media literacy, enabling individuals to become critical consumers, rather than passive recipients, of the vast amount of visual information that surrounds them in a media-saturated world.

Based on the above source, attempt the following five questions.

276. What is the core principle of visual communication as described in the passage?
(A) That visual aids can convey ideas with immediacy and emotional impact.
(B) That visual messages are always simple and unambiguous.
(C) That text is always more effective than images.
(D) That visual communication is only relevant in the fine arts.

277. Visual analysis is primarily concerned with:
(A) simply describing the content of an image.
(B) determining the commercial value of a visual work.
(C) cataloging the historical origins of different visual styles.
(D) understanding how visual elements work together to produce meaning.

278. The passage provides an example that a low-angle shot can be used to:
(A) make a subject appear small and insignificant.
(B) make a subject appear powerful.
(C) create a feeling of peace and tranquility.
(D) show the setting in great detail.

279. According to the text, which of the following is NOT an element considered during visual analysis?
(A) Composition and framing.
(B) Color and lighting.
(C) The dialogue spoken by the characters.
(D) Mise-en-scène.

280. The passage suggests that developing the skill of visual analysis is crucial for what purpose?
(A) To become a professional artist or photographer.
(B) To appreciate the beauty of nature more deeply.
(C) To create more effective advertisements.
(D) To become a critical consumer of media.

Direction : Please read the following source carefully.

The study of film involves understanding its fundamental grammar, often referred to as film language and aesthetics. These are the tools filmmakers use to construct narratives and create specific effects on the audience. The basics of film language include cinematography (camera angles, movements, and shot sizes), editing (the pacing and joining of shots), and sound design. Aesthetics pertains to the overall artistic style and the principles of beauty and emotional response elicited by the film. Within this framework, a significant concept is the 'dominant film paradigm'. This paradigm typically refers to the classical Hollywood style of filmmaking, which prioritizes a strong, character-driven narrative, a clear chain of cause and effect, and an editing style that remains 'invisible' to create a seamless and immersive reality for the spectator. This model aims for narrative clarity and emotional engagement above all else, often resolving all conflicts by the end of the story. While it has been immensely influential globally, many alternative and oppositional cinematic practices, such as those seen in various national cinema movements, have challenged this dominant paradigm by experimenting with non-linear narratives, self-reflexive techniques, and a focus on mood or idea over plot.

Based on the above source, attempt the following five questions.

281. Which of the following is considered a part of the basics of film language, according to the passage?
(A) Cinematography and editing.
(B) The film's marketing budget.
(C) The actors' biographies.
(D) The location of the premiere.

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This approach prioritizes clear storytelling, goal-oriented characters, and continuity editing to make the technical process invisible to the viewer. It creates a seamless illusion of reality where time and space remain coherent, serving as the standard against which alternative or experimental cinema movements are measured.

9. (C) (i), (ii), and (iii) only
Emerging in the late fifties, this movement was led by former critics who championed the director as an individual artist. They introduced radical techniques like jump cuts and direct address to challenge traditional cinematic conventions. These filmmakers favored spontaneity, often shooting on location with handheld cameras and small budgets. Their work emphasized stylistic innovation and self-reflexivity, although they frequently utilized professional actors within their urban settings.

10. (A) Family-centric, high-drama soap operas, often by Balaji Telefilms.
In the landscape of Indian television, specific production houses revolutionized the soap opera format during the early two thousands. These programs were characterized by high emotional drama, family-centric plots, and titles often starting with the letter K. Produced primarily by Balaji Telefilms, they dominated prime-time viewership by focusing on domestic conflicts and traditional values, creating a significant cultural impact on the urban and rural middle class.

11. (D) Adoor Gopalakrishnan - Malayalam Cinema
Indian cinema is a vast collection of regional industries, each with significant masters who define their specific linguistic and cultural space. Adoor Gopalakrishnan is the most prominent figure in Malayalam cinema, known for his minimalist style and psychological depth. While other directors like Satyajit Ray and Mrinal Sen are rooted in Bengali traditions, Gopalakrishnan's body of work has consistently represented the artistic peak of filmmaking in the state of Kerala.

12. (A) (ii), (iv), (i), (iii)
The history of international cinema is marked by sequential aesthetic movements. German Expressionism and Soviet Montage emerged in the twenties following the silent era. Italian Neo-Realism developed during the mid-forties in response to the devastation of World War Two. The French New Wave followed in the late fifties, influenced by earlier realist traditions while introducing modern experimental techniques. This timeline reflects the global evolution of cinematic language and social engagement.

13. (C) Set design
The technical and artistic process of capturing images on film involves manipulating the camera and light. Key aspects include selecting the distance of the frame, the vertical or horizontal angle, and the physical motion of the equipment. While set design significantly impacts the visual style, it belongs to the domain of mise-en-scène rather than the specific operation of the camera and the photographic recording of the scene.

14. (A) Both Statement I and Statement II are true.
Academic film studies utilize various frameworks to analyze how spectators engage with the screen. One approach examines the relationship between the cinematic image and the subconscious mind, focusing on voyeurism and desire. Another critical perspective investigates how traditional camera techniques and narratives prioritize a masculine viewpoint, often objectifying women for visual pleasure. Both theories provide deep insights into the ideological and psychological structures embedded within the classical filmmaking model.

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15. (B) P-2, Q-3, R-1, S-4
Each major film movement is identified by specific visual and thematic traits. German Expressionism utilizes distorted sets and high-contrast lighting to show internal states. Soviet Montage relies on rapid, associative editing to create complex meanings. Italian Neo-Realism emphasizes the everyday social struggles of ordinary citizens through location shooting. The French New Wave is noted for its technical freedom, including handheld cameras and improvised performances that broke traditional rules.

16. (B) Dadasaheb Phalke
The origins of the Indian film industry are traced back to the pioneering efforts of a single visionary artist. By producing and directing the first indigenous full-length silent feature in nineteen thirteen, he laid the foundation for a

ANSWERS

1. (B) All of the elements placed in front of the camera to be photographed.
The term originates from theater and describes the visual arrangement within the frame. It encompasses setting, costume, lighting, and staging. By organizing these elements, filmmakers establish the world of the story and convey thematic meaning. It excludes editing and sound, focusing strictly on what is physically present before the camera lens during the recording process to create a specific aesthetic and narrative atmosphere.

2. (A) Both Statement I and Statement II are true.
Visual semiotics utilizes two levels of meaning to analyze signs. The first level refers to the literal or descriptive dictionary definition of an image or word. The second level involves the associated cultural, emotional, or ideological meanings attached to that sign over time. These concepts allow researchers to distinguish between what is physically seen and the deeper societal implications embedded within specific visual representations.

3. (A) P-3, Q-4, R-1, S-2
Prominent figures in Indian cinema are often defined by their landmark contributions to regional and national film history. Ritwik Ghatak directed the impactful Partition drama Meghe Dhaka Tara. Guru Dutt created the visually poetic masterpiece Pyaasa within the commercial industry. Shyam Benegal initiated the rural art cinema trend with Ankur. Adoor Gopalakrishnan pioneered the new wave movement in Kerala with his complex film Elippathayam.

4. (D) Shooting on location and using non-professional actors.
Emerging in post-war Italy, this cinematic movement rejected artificial studio environments and professional polish. Filmmakers chose to shoot on actual city streets to capture the authentic struggles of the working class. By employing non-professional actors, they enhanced the feeling of reality and social documentation. This approach prioritized the raw depiction of poverty and daily survival over the stylized narratives typical of commercial cinema productions.

5. (C) It argues that a film's quality is determined solely by its box office success.
This critical framework posits that the director serves as the primary creative force or author behind a motion picture. It suggests that a filmmaker's personal style and recurring thematic concerns are visible across their entire body of work regardless of industrial constraints. The theory does not evaluate quality based on financial earnings or box office statistics but rather on the consistency and depth of artistic vision.

6. (A) Both A and R are true and R is the correct explanation of A.
Ancient Indian aesthetics describe the emotional experience of art through a structured process. The presentation of external determinants and physical responses interacts with the spectator's internal permanent moods. This interaction transforms stable human emotions into a refined aesthetic flavor or essence enjoyed during a performance. The primary objective is to evoke this specific transcendental feeling, ensuring that the audience achieves a state of emotional resonance.

7. (D) Symbol
In semiotic theory, signs are categorized based on how they relate to their objects. A sign functions through an arbitrary or conventional link that must be learned within a specific culture. While a bird physically resembles itself, using it to represent peace relies on social agreement rather than direct resemblance or causal connection. Therefore, the meaning is derived from established cultural codes rather than physical traits.

8. (A) Classical Hollywood conventions like narrative clarity and continuity editing.
The prevailing model of global filmmaking is rooted in the narrative and stylistic conventions established by the American studio system.

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This influential movement in the early twentieth century rejected naturalism in favor of an intense subjective experience. Filmmakers used highly stylized, distorted sets and dramatic shadows to represent the disturbed mental states of their characters. By focusing on madness, fear, and psychological turmoil, they created a visual language that felt like a nightmarish dream. This approach moved away from recording objective reality, instead using the camera and mise-en-scène to externalize internal human emotions.

25. (C) Italian Neo-Realism
Vittorio De Sica's masterpiece is the most famous example of a movement that sought to capture the unvarnished truth of post-war life. It follows an ordinary man's desperate search for a stolen tool necessary for his livelihood. By using non-professional actors and filming on the actual streets of Rome, the movie exemplifies the commitment to social realism. Its simple narrative and focus on human dignity made it a landmark in the history of world cinema.

26. (C) Statement I is true, but Statement II is false.
Critical approaches to television distinguish between the content of programs and the nature of the viewing experience. The concept of flow highlights how the medium presents a continuous stream of images and sounds to maintain audience attention. Conversely, apparatus theory suggests that the technical and institutional setup of media is never neutral but carries specific ideological weight. Therefore, television viewing conditions are analyzed as part of a system that reinforces certain societal values.

27. (A) P-2, Q-3, R-4, S-1
The Natyashastra provides a detailed framework for understanding the emotional components of a performance. Each term refers to a specific stage or element in the creation of an aesthetic experience. External causes or determinants provoke internal moods in the characters, which are then expressed through the actor's performance. The final result is a refined flavor or essence that the audience savors, leading to a state of emotional and spiritual satisfaction during the artistic encounter.

28. (B) Icon, because it physically resembles a deer.
A sign that functions based on its physical resemblance to the object it represents is known as a specific type of signifier. In the case of a road sign featuring the outline of an animal, the image looks like the actual creature to communicate a warning immediately. Because the meaning is derived from a shared visual likeness rather than a purely arbitrary convention or a direct causal link, it is classified as an iconic representation.

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29. (C) Satyajit Ray
This legendary filmmaker is universally recognized for bringing international attention to Indian cinema. His debut trilogy followed the life of a boy from a rural village to adulthood in the city, using a lyrical and realist style. These films were groundbreaking for their humanism and technical mastery, moving away from the theatrical traditions of the time. His work remains a cornerstone of world cinema, celebrated for its profound psychological depth and visual beauty.

30. (A) Both A and R are true and R is the correct explanation of A.
The French New Wave was characterized by a desire to break free from rigid studio productions and capture life as it happened. By utilizing newly developed portable equipment, filmmakers could record synchronized sound and spontaneous action on location. This technical freedom allowed them to pursue a more truthful and direct form of cinema. The movement's emphasis on capturing reality in a spontaneous manner aligned closely with the principles of observational and truthful documentary filmmaking.

31. (A) Mainstream Bollywood blockbusters with large star casts.
In the Indian context, a clear distinction exists between mainstream entertainment and art-house productions. Parallel cinema refers to a stream of filmmaking that prioritizes social commentary, realism, and artistic experimentation over commercial success. These films often received state funding and avoided the formulaic elements of large star casts, elaborate songs, and melodramatic plots. Directors in this movement aimed to provide a serious critique of society, contrasting sharply with the spectacle-driven blockbusters.

32. (B) Diegetic sound has its source within the film's narrative world, while non-diegetic sound does not.
Sound in a film is classified based on its relationship to the narrative world inhabited by the characters. Any sound that originates from a source within the story, such as dialogue or a radio playing in a scene, is considered internal to the narrative. Conversely, sounds like a musical score or an external narrator that cannot be heard by the characters are external. This distinction helps filmmakers control the audience's emotional involvement and narrative understanding.

33. (B) (ii), (iii), and (iv) only
The modern era of Indian filmmaking is defined by significant shifts in production, distribution, and content. The rise of sophisticated theaters in urban areas has created a space for diverse, niche-oriented films that challenge traditional formulas. Simultaneously, Indian directors are gaining more visibility at international festivals with unconventional themes. While commercial cinema remains robust, it has evolved to incorporate new genres and hybrid styles, reflecting the changing tastes of a globalized and increasingly diverse audience base.

34. (A) A shot of extremely long duration without any cuts.
This cinematic technique involves a single continuous shot that lasts for an extended period without any editing cuts. It requires careful choreography of camera movement and actor performance within the scene. By maintaining temporal and spatial continuity, the technique can create a sense of realism or build intense psychological tension. It allows the audience to experience the unfolding events in real time, contrasting with the fragmented nature of traditional scene construction through multiple shots.

35. (C) Althusserian and Gramscian cultural studies
Cultural studies often analyze media through the lens of power and social control. Some theorists argue that television functions as a tool that reinforces the interests of the dominant social classes by shaping how people perceive reality. This perspective suggests that the medium is not just for entertainment but serves to normalize specific values and beliefs. By drawing on theories of hegemony and social reproduction, scholars critique how television maintains the status quo within a capitalist society.

36. (A) (ii), (iii), (iv), (i)
The history of Indian cinema began with the first silent feature in nineteen thirteen, followed by the introduction of sound nearly two decades later. During the post-independence era, the industry saw the emergence of realistic art cinema in the mid-fifties, exemplified by international award winners. Shortly after, epic social melodramas became major cultural landmarks. This sequence illustrates the transition from silent films to talkies and eventually to the sophisticated narratives that defined the golden age of the industry.

37. (C) Connotation
Visual communication involves interpreting images on multiple levels. While an image might literally depict a specific object, it often carries deeper emotional or cultural associations. This process of generating additional meaning is vital for creating mood and atmosphere in art. By using specific visual cues, such as a lonely tree, a creator can suggest complex feelings like isolation or despair that go beyond the simple identification of the physical elements present in the frame.

38. (D) Statement I is false, but Statement II is true.
A prominent director of the post-independence era is remembered for his highly personal and visually poetic films. His work often explored themes of artistic disillusionment and romantic longing, utilizing sophisticated lighting and music. While he worked within the commercial system, his films transcended typical entertainment to provide a melancholic critique of modern society. His legacy is defined by a unique visual style that blended the conventions of the studio era with a deeply sensitive and tragic sensibility.

39. (A) P-2, Q-1, R-3, S-4
Different theoretical frameworks focus on various aspects of the cinematic experience. One theory emphasizes the director's individual vision, while another critiques how gender dynamics are constructed through the camera's gaze. Some studies investigate how the physical and

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institutional setup of cinema carries ideological meaning. Additionally, realist approaches often champion techniques like the long take and deep focus to preserve a sense of natural reality. These perspectives provide diverse tools for deconstructing the meaning of films.

40. (A) Look Back in Anger
The British New Wave introduced a gritty style of filmmaking that focused on the everyday lives of the working class. These films were often adaptations of plays and novels that featured rebellious young men frustrated by social constraints. By shooting in industrial towns and using a naturalistic aesthetic, filmmakers captured a raw and honest view of contemporary Britain. This movement marked a significant departure from the polished and polite dramas that had previously dominated the national cinema.

41. (C) Bhuvan Shome
Satyajit Ray is famous for a vast body of work that includes the Apu Trilogy and masterpieces like Charulata and Jalsaghar. While he was a central figure in the art cinema movement, other directors also made significant contributions. Bhuvan Shome, which is often cited as a foundational film of the Indian New Wave, was actually directed by Mrinal Sen. This film helped establish a new aesthetic of low-budget, experimental filmmaking that differed from Ray's more classical approach to realism.

42. (A) Both A and R are true and R is the correct explanation of A.
The media environment in India underwent a massive transformation during the early nineties. The end of the government's monopoly on broadcasting allowed for the entry of numerous private and international channels. This shift led to a surge in diverse programming, including 24-hour news and global entertainment formats. As a result, the audience became more fragmented, and a consumer-driven culture emerged, fundamentally changing how information and entertainment were consumed by millions of viewers across the country.

43. (D) Composition
A fundamental principle of visual design involves dividing an image into a grid of nine equal parts. By placing key elements along these lines or at their intersections, a creator can achieve a more balanced and engaging image. This technique avoids the static feel of centering subjects and encourages the viewer's eye to move across the frame. It is widely used in photography, painting, and cinematography to create aesthetically pleasing and dynamic visual compositions.

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44. (B) The character appears powerful and dominant.
The positioning of the camera in relation to the subject significantly influences the audience's emotional response. When a filmmaker places the lens below the eye level of a character looking upward, it typically creates a sense of strength and authority. This perspective makes the figure appear larger and more commanding within the frame. It is a common visual shorthand used to establish dominance or to portray a character as a heroic or even threatening presence.

45. (B) (i), (ii), and (iii) only
Filmmakers in the early Soviet Union revolutionized cinema by prioritizing the creative power of the edit. They believed that the juxtaposition of images could generate new ideas and emotional intensity beyond the content of individual shots. This technique was frequently used to promote revolutionary ideals and mobilize the masses. While they experimented with rhythmic and intellectual styles, their approach was highly stylized and focused on the transformative power of editing rather than maintaining simple temporal continuity.

46. (D) Bengali Cinema
Regional filmmaking in India often explores specific social and cultural classes unique to its history. In West Bengal, cinema frequently examines the lives, values, and intellectual pursuits of the educated middle class. This social group, often depicted in the works of major directors like Satyajit Ray, serves as a central subject for exploring themes of tradition, modernity, and social change. Their cultural identity and internal conflicts have become a defining feature of the region's artistic film tradition.

47. (A) The Indian New Wave or Parallel Cinema movement began before India gained Independence.
The development of cinema in India progressed through distinct phases, from early silent features to the introduction of sound and the dominance of major production houses. The post-independence era is often called the golden age due to its high-quality social dramas. However, the specific movement known as the Indian New Wave or Parallel Cinema only emerged much later, during the late sixties and seventies. This movement was a conscious reaction against the established commercial formulas of the time.

48. (A) (i) and (iii) only
Classical Indian aesthetics place great value on the power of suggestion in art. This theory argues that the most profound meaning of a work is not found in its literal description but in the resonances it creates. It posits that the highest artistic achievements are those where the implied meaning overshadows the basic information. This approach is closely linked to the experience of aesthetic flavor, as suggestion is the primary means through which deep emotional responses are evoked.

49. (B) Are set in a specific, recognizable historical past.
This genre of filmmaking is defined by its focus on a specific time in the past. These films aim to transport the audience to a different era by meticulously recreating the costumes, settings, and social norms of that period. Whether depicting ancient legends or more recent history, the primary goal is to provide a believable and immersive historical experience. This requires extensive research and attention to detail in every aspect of the visual and narrative design.

50. (A) Cahiers du Cinéma
The concept of the filmmaker as a primary artist emerged from the writings of young critics in a famous French film magazine. These writers argued against the traditional studio system where the director was merely a technician. Instead, they celebrated directors whose personal style and vision remained consistent across different projects. This critical movement eventually led to the birth of the French New Wave, as many of these critics began making their own innovative and highly personal films.

51. (A) Both Statement I and Statement II are true.
Cinematic language is built upon specific rules and the deliberate breaking of those rules. One technique involves an abrupt transition that makes the subject appear to move suddenly in time, creating a jarring and self-reflexive effect. Conversely, a standard guideline in traditional editing ensures that the camera stays on one side of the action to maintain a consistent spatial relationship for the viewer. Both concepts are essential for understanding how editors manipulate time and space.

52. (B) P-2, Q-1, R-3, S-4
After nineteen forty-seven, Indian directors explored various social and psychological themes reflecting the new nation's challenges. Some filmmakers focused on the struggles of the urban poor using a charismatic everyman persona. Others examined the deep trauma and displacement caused by the division of the country. Additionally, a strong tradition of social realism emerged, critiquing rural exploitation and the remnants of feudalism. These diverse approaches highlight the role of cinema in documenting and questioning the evolving social landscape.

53. (C) Intellectual Montage
This advanced form of editing involves the juxtaposition of two unrelated images to create a new, abstract concept in the mind of the viewer. By showing a natural disaster followed by an industrial polluter, a filmmaker suggests a causal or thematic link between the two without stating it directly. This technique relies on the audience's ability to synthesize visual information and understand complex ideas through the purely cinematic relationship between separate shots and sequences.

54. (B) Bharata Muni's Natyashastra
The foundational text for all traditional Indian performing arts provides a comprehensive theory of aesthetics. Attributed to an ancient sage, it outlines the principles of drama, dance, and music. Central to its philosophy is the idea that art should evoke specific emotional essences in the audience. This systematic approach to

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performance has influenced centuries of artistic practice in India, from classical theater to modern cinema, by emphasizing the structured creation of a profound emotional experience.

55. (A) Both A and R are true and R is the correct explanation of A.
A key feature of the realist movement in Italy was its rejection of the tidy and often unrealistic happy endings found in commercial cinema. Filmmakers believed that leaving stories unresolved or ambiguous more accurately reflected the difficult and uncertain lives of the people they portrayed. This approach forced the audience to confront the ongoing social problems of the post-war period. By avoiding simple closure, these films maintained their commitment to social critique and authentic human experience.

56. (A) Manmohan Desai
The Indian New Wave was a specific artistic movement that prioritized realism and social themes, led by directors like Mrinal Sen and Adoor Gopalakrishnan. In contrast, other filmmakers were masters of the commercial blockbuster, creating highly entertaining and formulaic films known as masala cinema. Manmohan Desai was a legendary figure in this mainstream tradition, famous for his large-scale spectacles and star-driven narratives. His work represents the commercial peak of the industry rather than the experimental art cinema stream.

57. (C) It has a direct, causal connection to the object it represents through light reflection.
In semiotic theory, some signs are defined by a direct, physical connection to their object. A photograph is a prime example because it is created by light reflecting off a subject and leaving a physical trace on a medium. Unlike an arbitrary symbol or a purely representative icon, this causal relationship provides the image with a unique status as a record of a specific moment and place. This physical link is what gives photography its powerful sense of authenticity.

58. (B) (ii), (iii), and (iv) only
This cinematic style is defined by its departure from realism to explore internal psychological turmoil. It utilizes high-contrast lighting to create dramatic shadows and distorted, non-naturalistic set designs that reflect a character's disturbed mind. Thematic concerns often include madness and paranoia, presented through an exaggerated and theatrical aesthetic. This visual language was designed to externalize subjective feelings rather than record objective reality, making it a foundational movement for horror and film noir genres.

59. (D) Mumbai
The commercial Hindi film industry is one of the largest in the world and is centered in India's financial capital. The popular name for this industry is a blend of the city's former name and the American film center. While India has many vibrant regional cinemas in various languages, this specific industry produces the most widely distributed films and has a massive global audience. It is known for its distinctive style of musicals, melodrama, and star-driven spectacles.

60. (B) Audience reception analysis
Modern media studies go beyond analyzing the content of programs to investigate how viewers actually interact with them. This approach recognizes that different people can interpret the same show in various ways based on their own social, cultural, and personal backgrounds. Instead of seeing the audience as passive receivers, it explores their active role in creating meaning. By studying these diverse responses, researchers gain a deeper understanding of the complex relationship between media and society.

61. (B) (ii), (iii), (iv), (i)
The history of Indian cinema is marked by the emergence of influential directors in different eras. The nineteen fifties saw the rise of masters like Guru Dutt and Satyajit Ray, who redefined both commercial and art cinema. The nineteen seventies brought a new wave of social realism led by filmmakers like Shyam Benegal. Finally, the early twenty-first century has seen the emergence of a more gritty and independent style of filmmaking represented by contemporary directors like Anurag Kashyap.

62. (D) German Expressionism
This nineteen twenty film is widely considered the first true masterpiece of a highly stylized movement in cinema. It features distorted, painted sets with jagged lines and extreme shadows to tell a story of madness and authority.

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audience. By maintaining a logical flow of time and space, it creates a seamless experience for the viewer. This model has become the benchmark for mainstream cinema and is the system that alternative and experimental movements often aim to challenge or subvert.

93. (C) The prioritization of spectacle versus realism and social commentary.
A primary difference between types of filmmaking in India is their overall goal and aesthetic approach. One category is designed to appeal to a wide audience through spectacle, star power, and formulaic elements. The other focuses on realistic stories, social critique, and artistic expression, often avoiding traditional entertainment conventions. This distinction is not about technical quality but about the filmmaker's priorities, whether they are aiming for commercial success or providing a serious and often challenging exploration of the human condition and society.

94. (A) Both A and R are true and R is the correct explanation of A.
The development of modern film criticism and the French New Wave are deeply intertwined. A group of young writers for a specific journal developed the idea that the director should be the primary creative force of a film. Eventually, these critics began making their own movies, applying their theories to create a new and highly personal cinematic style. This transition from writing about films to creating them was a crucial moment that reshaped the history of world cinema and elevated the status of the filmmaker.

95. (A) Dadasaheb Phalke
The first indigenous full-length silent feature in India was produced and directed by a pioneer who is now celebrated as the father of the nation's film industry. By using a story from Hindu mythology, he successfully created a film that resonated with local audiences and proved that a domestic industry was possible. His visionary work in nineteen thirteen laid the foundation for what would eventually become one of the largest and most vibrant film-producing cultures in the entire world for over a century.

96. (B) Non-diegetic sound
Sound in a film can either be part of the story world or external to it. When a scene features background music that is used to set a mood or enhance an emotion but is not audible to the characters, it is classified as being outside the narrative space. This type of sound is added during post-production to guide the audience's response and provide a deeper layer of meaning. It is a vital tool for filmmakers to control the overall atmosphere and impact of their storytelling.

97. (B) (i), (ii), and (iii) only
Indian film history is defined by masters who worked in different regional and thematic contexts. Some are legendary for their work in Bengali cinema, while others are pioneers of the art movement in South India. There are also actor-directors who became major figures in the national Hindi film industry. While some filmmakers are known for social realism and Partition themes, others have created epic spectacles. Recognizing these different contributions is essential for understanding the diverse landscape and the rich heritage of cinema across the country.

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98. (A) Cultural and critical studies approaches
Scholars analyze television not just as entertainment but as a system that carries and reinforces specific ideologies. This approach investigates how programs depict social roles, family structures, and national identity to maintain certain power dynamics in society. By deconstructing the narratives and images, researchers can see how media shapes the audience's understanding of reality and their place within it. This type of analysis is essential for understanding the role of television as a powerful tool for social and cultural influence.

99. (C) Dhvani
Classical Indian aesthetics value indirect communication over literal description. This principle suggests that the most profound artistic meaning is found in the resonances and implications that a work creates in the mind of the audience. By using suggestion, an artist can evoke deep emotional and intellectual responses that are more powerful than a simple statement. This concept is a cornerstone of traditional art theory and continues to influence how beauty

This influential movement emerged in post-war Italy with a strong commitment to documenting social reality. Filmmakers chose to shoot on actual streets rather than in studios and often cast non-professional actors to enhance the authenticity of their stories. Their narratives focused on the struggles of the working class and the poor, reflecting the harsh conditions of the time. This approach emphasized natural lighting and simple storytelling, moving away from the highly stylized and artificial techniques of traditional commercial filmmaking.

71. (D) It brought international critical acclaim through its lyrical realism.
The release of this film marked a turning point for Indian cinema on the global stage. It introduced a new kind of lyrical realism that focused on the everyday life of a rural family with profound sensitivity and beauty. The film's success at international festivals demonstrated that Indian cinema could achieve high artistic standards without relying on traditional commercial formulas. It remains a celebrated masterpiece for its humanism and its masterful use of film language to tell a universal story.

72. (A) An ideological analysis of nationalism.
Analyzing how media uses specific symbols to promote a sense of national belonging is a form of cultural critique. When a news report repeatedly shows images of the flag or military figures, it is constructing a particular vision of the nation. This approach investigates how media programs reinforce certain political beliefs and identities. By deconstructing these visual and narrative cues, researchers can uncover the underlying ideological messages that shape the audience's understanding of their own country and its role in the world.

73. (A) (i), (ii), and (iii) only
The modern era of filmmaking has been transformed by digital technology, which has significantly lowered the costs of production and editing. The rise of global streaming platforms has also changed how audiences access and watch films, moving beyond traditional theaters. Furthermore, there is an increasing trend of international collaborations and cross-cultural stories. While theaters remain important, the overall landscape of the industry is now defined by a diverse range of production methods and new ways of consuming media worldwide.

74. (A) Laura Mulvey
A key concept in feminist film studies describes how the camera and narrative perspectives are often aligned with a masculine viewpoint. This approach suggests that female characters are frequently presented as objects of visual pleasure rather than as active participants in the story. By analyzing the way scenes are framed and edited, scholars can see how cinema reinforces traditional gender hierarchies. This concept has been widely used to critique the ideological structures embedded within many popular films and media productions.

75. (D) Dhvani (Suggestion)
Traditional Indian aesthetic theory identifies a specific set of emotional essences that a performance aims to evoke in the audience. These include the erotic, the comic, the pathetic, and the heroic, among others. Each is tied to a specific mood and set of physical expressions. While the concept of suggestion is vital for communicating these emotions, it is a theoretical principle rather than one of the specific emotional flavors themselves. The structured experience of these flavors remains the core objective of classical art.

76. (A) Both Statement I and Statement II are true.
Early film history and critical theory provide different ways of understanding the medium. One concept describes the initial period of cinema where the focus was on visual spectacle and the novelty of the moving image. Another more critical approach argues that the entire setup of cinema, from the theater to the projection technology, carries an inherent ideological bias. Together, these ideas help scholars analyze both the historical development of filmmaking and the deep-seated social effects of the cinematic experience itself.

77. (A) P-3, Q-1, R-4, S-2
Different national cinema movements are defined by the visionary work of specific directors. Sergei Eisenstein pioneered the theory of montage in the Soviet Union, while Roberto Rossellini was a key figure in the realist movement of post-war Italy. Jean-Luc Godard broke traditional rules with his innovative style in France, and Robert

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By using visuals that were completely non-realistic, the film externalized the internal psychological state of its narrator. It established the aesthetic principles for a whole generation of filmmakers who sought to use the medium for subjective and artistic expression.

63. (D) Statement I is false, but Statement II is true.
Music and song in Indian cinema are often dismissed as mere entertainment, but they carry significant aesthetic and narrative weight. In classical Indian theory, the power of suggestion is seen as the highest form of artistic communication. Film songs frequently act as a vehicle for this suggested meaning, expressing deep emotions or philosophical ideas that cannot be easily stated in dialogue. Therefore, they are an integral part of the film's artistic structure and its emotional resonance with the audience.

64. (C) P-3, Q-4, R-1, S-2
Technical terms in filmmaking describe how images and sequences are constructed to tell a story. Keeping both foreground and background in focus allows for complex visual staging. Cutting between simultaneous actions in different places creates suspense and narrative complexity. Techniques like showing a character's view or positioning the camera at a high angle manipulate the audience's perspective and emotional response. Understanding these tools is essential for analyzing how cinema communicates meaning and controls the viewer's experience.

65. (B) Psychoanalysis and Feminism
A landmark essay in film theory used psychoanalytic concepts to critique how classical cinema is constructed. It argued that the camera and narrative are designed to provide pleasure to a male spectator by objectifying the female figures on screen. This perspective highlighted how traditional filmmaking reinforces patriarchal ideologies. By combining feminism with psychological analysis, the work provided a new way of understanding the power dynamics involved in the act of watching and the construction of the cinematic gaze.

66. (A) Himanshu Rai
The pre-independence era of Indian cinema was dominated by the studio system, where large companies managed production, distribution, and talent. One of the most famous studios was founded by a visionary who aimed to create high-quality films with international appeal. He was a key figure in the early development of the industry, fostering new talent and technical excellence. His work helped establish the professional standards that would later define the golden age of Indian cinema after the nineteen thirties.

67. (A) Both A and R are true and R is the correct explanation of A.
Filmmakers associated with the Indian New Wave were committed to creating an alternative to the popular entertainment of the time. They deliberately avoided the formulaic elements used to ensure box office success, such as casting major celebrities and including unrelated song sequences. Instead, they focused on realistic portrayals of social issues and innovative artistic styles. This commitment to serious subject matter and aesthetic integrity meant their films were often categorized as non-commercial or art cinema, appealing to a different audience.

68. (D) Auteur Theory
This critical framework argues that a director's personal vision is the most important factor in understanding a film. It looks for recurring visual styles, thematic concerns, and narrative patterns throughout a filmmaker's entire body of work. By identifying these consistent elements, critics can treat the director as an individual artist with a unique voice. This approach elevated the status of the director and changed how films are analyzed, moving away from seeing them as purely industrial or collective products.

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69. (C) The rule of thirds
A common technique for creating balanced and dynamic visual compositions involves placing key subjects away from the center of the frame. By dividing the image into a grid of nine equal rectangles, a photographer or filmmaker can use the lines and intersections to guide the viewer's eye. This principle is a practical application of artistic balance that makes images more aesthetically pleasing. It is a fundamental tool taught across all forms of visual media, from painting to modern digital cinematography and advertising.

70. (A) (i), (ii), and (iii) only

85. (C) The physical form of the sign, such as a word, image, or sound.
A foundational concept in modern linguistics and semiotics involves the two parts of a sign. The first part is the physical or material form that the sign takes, such as a spoken word, a written text, or a visual image. This form acts as a carrier for the mental concept it represents. The relationship between this physical form and the idea it signifies is typically based on social convention, making it a central focus for analyzing how meaning is constructed in communication.

86. (B) The emergence of new genres and hybrid forms of filmmaking.
The modern landscape of Indian filmmaking is characterized by a high degree of experimentation and the blurring of traditional boundaries. Directors are exploring new genres and blending different styles to create unique stories for a globalized audience. While the star system remains influential, there is a growing space for independent voices and niche films. This period is defined by technological innovation and a more diverse range of narratives that reflect the complexities of contemporary life in a rapidly changing world.

87. (A) (i), (ii), and (iv) only
This movement in the late fifties and early sixties focused on the gritty reality of working-class life in northern industrial towns. These films were known for their honest depiction of social struggle and their angry, young male protagonists who felt trapped by their environment. By using a naturalistic style and shooting in actual domestic settings, filmmakers captured a raw view of society that was very different from the polished and polite dramas that had been common in British cinema previously.

88. (A) Genre Theory
This approach to film analysis focuses on how movies are categorized based on shared conventions, themes, and visual styles. It suggests that audiences learn to understand these categories and have specific expectations when they watch a certain type of film. By examining the rules and patterns of different genres, scholars can understand how filmmakers use and adapt established formulas to communicate meaning. This perspective highlights the role of tradition and audience familiarity in the overall cinematic experience for viewers.

89. (C) Tracking shot
A specific cinematic technique involves moving the entire camera through space to follow a subject or explore an environment. This is often achieved by placing the equipment on a set of tracks or a moving vehicle. Unlike a simple rotation from a fixed point, this movement creates a sense of physical immersion and dynamic energy. It allows the audience to travel along with the characters, providing a more fluid and engaging perspective on the action as it unfolds within the scene.

90. (C) Statement I is true, but Statement II is false.
Two significant Indian directors represent different approaches to social themes in cinema. One was famous for his politically charged and experimental films that directly challenged the status quo. In contrast, the other was a master of a more classical form of social realism, creating emotionally powerful stories about the lives of ordinary people. While both were committed to social concerns, their styles were quite distinct, with one pushing the boundaries of film language and the other refining established narrative traditions.

91. (A) P-4, Q-1, R-2, S-3
Landmark Indian films are often associated with the specific stylistic and thematic concerns of their directors. A celebrated post-independence filmmaker created visually poetic masterpieces within the commercial industry. Another pioneer initiated a trend of rural art cinema that explored social exploitation. A legendary director from Bengal used cinema to examine the trauma of national division. Finally, a key figure in South Indian cinema developed a minimalist and psychological style. These pairings illustrate the diverse range of voices in Indian film history.

92. (B) The narrative and stylistic model of Classical Hollywood cinema.
The standard model for commercial filmmaking globally is based on the narrative and stylistic conventions developed in early twentieth-century America. This approach emphasizes clear storytelling, goal-oriented characters, and an editing style that remains invisible to the

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Wiene created the quintessential expressionist film in Germany. Each of these filmmakers used the medium to explore new aesthetic and political possibilities, influencing the global development of cinema.

78. (D) The trauma and displacement caused by the Partition of Bengal.
A legendary filmmaker from Bengal is famous for his deeply emotional and politically charged work. His films repeatedly returned to the immense human cost of the nineteen forty-seven division of India, focusing on the displacement and loss of home. By using powerful visual imagery and Bengali cultural archetypes, he explored the trauma of a community torn apart by political borders. His work remains a haunting and essential record of one of the most significant events in modern Indian history.

79. (A) French New Wave
This revolutionary movement in France challenged the established norms of filmmaking through radical technical choices. Filmmakers embraced spontaneity by taking cameras out of the studio and onto the streets. They used jump cuts and handheld cameras to create a raw, self-reflexive style that constantly reminded the audience they were watching a film. These innovations broke with the polished continuity of traditional cinema and opened up new ways for directors to express their personal vision and artistic freedom.

80. (A) Both A and R are true and R is the correct explanation of A.
In semiotic analysis, a photograph is unique because it functions as two different types of signs simultaneously. It is an icon because it shares a physical resemblance with the subject it depicts. At the same time, it is an index because it is created by a direct causal relationship with the object through the reflection of light. This dual nature is what gives photography its powerful sense of reality and its importance as a historical and artistic record of the world.

81. (B) A state-supported realist movement evolving into independent cinema.
The development of art cinema in India began as a state-supported movement aimed at creating realistic and socially engaged films. Over time, this evolved into a more diverse independent scene where filmmakers continued to explore unconventional themes and styles. While it initially struggled for commercial success, it successfully established a parallel stream to the mainstream industry. This evolution shows a shift from government-funded projects to a vibrant and independent artistic culture that continues to challenge traditional cinematic formulas.

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82. (A) Viewers derive more meaning from the juxtaposition of two shots than from a single shot in isolation.
A fundamental principle of film editing demonstrates that the meaning of a shot is determined by the shot that follows it. By experiment, it was shown that an audience would project different emotions onto the same neutral face depending on whether it was paired with food, a child, or a coffin. This discovery highlighted the power of juxtaposition and the essential role of the editor in shaping the narrative and emotional impact of a motion picture on the viewer.

83. (C) It functions purely as an interruption to the narrative, serving no other purpose.
Although often seen as an interruption, the song sequence in Indian cinema serves multiple complex functions. It provides a space for emotional expression, highlights character inner thoughts, and enhances the overall entertainment value of the film. Lyrics are carefully crafted to resonate with the story and the audience. Far from being a random addition, these sequences are an integral part of the cinematic tradition, blending narrative, music, and dance into a unique form of popular storytelling.

84. (A) (i), (iii), (ii), (iv)
The timeline of Indian cinema reflects a series of significant technological and aesthetic shifts. The introduction of sound in the early thirties was followed by a period where major studios dominated production and talent. In the seventies, a new wave of art cinema emerged, focusing on realism and social issues. Finally, the turn of the century saw the rise of modern theaters that catered to urban audiences with a wider variety of specialized and unconventional films, marking the current era.

and meaning are understood in various forms of Indian artistic expression.

100. (D) Films recreating the historical sets, costumes, and social mores.
Films in this genre are defined by their attempt to recreate a specific historical era on screen. This involves a high level of attention to detail in costumes, set design, and the overall social atmosphere of the time. The goal is to provide a believable and immersive experience that transports the audience to a different time. This requires extensive research and attention to detail in every aspect of the visual and narrative design to ensure that every visual and narrative element accurately reflects the period.

101. (A) (i), (iii), (iv), (ii)
The careers of major Indian filmmakers began at different points in the development of the industry. Some directors emerged in the early studio era, while others gained prominence in the late nineteen forties and early fifties. The sequence of their debut films reflects the transition from classical social dramas to the more lyrical realism of the post-independence period. Understanding this chronological order is important for seeing how cinematic styles evolved and how different directors influenced each other and the industry as a whole.

102. (B) Pan
A common camera movement involves rotating the entire equipment horizontally from a fixed point. This technique is used to follow a subject moving across a scene or to reveal more of the environment to the viewer. It mimics the natural movement of a person turning their head to look around. By using this movement, a filmmaker can create a sense of space and continuity within a shot, helping to build a more immersive and dynamic experience for the audience.

103. (C) Statement I is true, but Statement II is false.
The history of cinema is marked by movements that both adopted and rejected established theories. While the realist traditions of post-war Italy influenced filmmakers in other countries to use location shooting, different movements had their own unique perspectives on the role of the director. Many of the young filmmakers in France were actually the ones who developed the theory of the director as an individual artist. This highlight the complex ways in which practical filmmaking and theoretical ideas interact across international borders.

104. (A) P-3, Q-2, R-1
A central theory in semiotics classifies signs into three categories based on their relationship to their objects. One type relies on a physical resemblance, such as a portrait or a map. Another type has a direct causal or physical link, like smoke indicating a fire. The third type is based on purely arbitrary or learned conventions, such as most words in a language. This framework is essential for analyzing how different kinds of visual and verbal signs communicate meaning in everyday life.

105. (C) The decline of digital technology in filmmaking and distribution.
The current era of filmmaking is defined by the massive impact of digital technology on every stage of the process, from shooting to editing and distribution. The rise of online platforms has provided new ways for audiences to access a vast array of content, while also allowing independent filmmakers to reach global viewers more easily. Far from declining, digital tools have become the standard for the industry, enabling new forms of storytelling and more diverse voices to be heard in the global media landscape.

106. (A) A category characterized by shared conventions, themes, and iconography.
In media studies, a category of stories is defined by a set of shared conventions, themes, and visual elements. This classification helps audiences understand what to expect from a particular film or program. Whether it is a western, a musical, or a soap opera, each has its own recognizable patterns and iconography. By using these established formulas, creators can communicate meaning efficiently, while also having the opportunity to play with and challenge the audience's expectations in creative and innovative ways.

107. (A) Both A and R are true and R is the correct explanation of A.
A legendary filmmaker's work is deeply rooted in the cultural history and social struggles of his home region. His films are famous for

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exploring the profound psychological and social impact of the nineteen forty-seven division of Bengal. By utilizing local myths, archetypes, and a powerful visual style, he created a unique cinematic language that captured the trauma of displacement. His commitment to these themes makes his work an essential part of the artistic and historical record of the Bengali people during a period of crisis.

108. (B) The Indian New Wave or Parallel Cinema.
National institutions and government support played a critical role in the development of art cinema in India. By providing training for filmmakers and financial backing for non-commercial projects, these organizations helped create a space for realistic and socially engaged filmmaking. This movement emerged as a significant alternative to the mainstream commercial industry, allowing a new generation of directors to experiment with form and content. This support was essential for the growth of a vibrant and diverse cinematic culture across the entire country.

109. (C) The conveyance of ideas and information in forms that can be seen.
This field of study focuses on how information and ideas are conveyed through forms that are primarily seen. It encompasses a wide range of media, including photography, film, television, graphic design, and even everyday signs and symbols. By analyzing the formal and thematic elements of visual texts, researchers can understand how they create meaning and influence the audience. This discipline is essential for deconstructing the massive amount of visual information that people encounter in the modern world every day.

110. (C) (i), (ii), and (iii) only
The standard model for commercial filmmaking prioritizes a clear and logical narrative with motivated characters and a definite resolution. It utilizes a style of editing that remains invisible to the audience to maintain a seamless sense of reality. Unlike experimental cinema, which might draw attention to its own artificiality, this approach aims to immerse the viewer in the story. This model has become the foundation for mainstream cinema worldwide, providing a consistent framework for storytelling that audiences have learned to follow and understand.

111. (A) Rasa (Vira Rasa)
Traditional Indian aesthetic theory describes the structured process of evoking specific emotional states in the audience. When a performance focuses on themes of bravery and heroism, it aims to create a refined aesthetic flavor associated with these feelings. This experience is the final result of the interaction between the artistic presentation and the viewer's own internal emotions. By successfully evoking this heroic sentiment, a work of art can inspire and uplift the audience, fulfilling its primary aesthetic and spiritual purpose.

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112. (B) Sergei Eisenstein - Italian
Filmmaking is a global art, but major directors are often associated with the specific national and political contexts of their home countries. While some masters pioneered realism in post-war Italy or innovative styles in France, others were foundational figures in the early Soviet Union. This director was a leading theorist and filmmaker who developed the concept of montage during the revolutionary period in Russia. His work remains influential for its innovative editing and its role in the development of cinematic language worldwide.

113. (B) (ii) and (iii) only
This influential movement was defined by its commitment to documenting the social struggles of ordinary people in the period following the second world war. Filmmakers chose to move away from studio sets and instead shot on actual locations to capture reality directly. They often used non-professional actors to enhance the authenticity of their stories. This approach prioritized social truth over commercial entertainment formulas like happy endings or stylized visuals, creating a raw and powerful form of cinema that influenced filmmakers everywhere.

114. (A) British New Wave
A specific cinematic style in Britain during the late fifties and early sixties focused on the mundane domestic lives of the working class. These films were known for their honest and often gritty depiction of everyday reality, earning them a

unique nickname. They featured frustrated young protagonists and were usually set in industrial towns, moving away from the more polite and upper-class stories that had previously dominated national cinema. This movement marked a significant shift toward social realism and a more critical view of society.

115. (C) The show's representation of family structures and gender roles.
Scholars analyze popular media to understand how it reinforces or challenges specific societal beliefs and values. An examination of a long-running television program might focus on how it depicts traditional roles for men and women or how it portrays the ideal family structure. By deconstructing these representations, researchers can uncover the underlying ideological messages that the show communicates to its audience. This type of analysis is essential for understanding the role of media in shaping our cultural and social understanding of the world.

116. (A) Both Statement I and Statement II are true.
The framing of a subject in a film helps communicate narrative information and emotional cues to the audience. A shot that focuses on a character's face is used to highlight their expressions and internal feelings. In contrast, a shot taken from a great distance can emphasize the relationship between a person and their surrounding environment. Understanding these different scales is a basic part of cinematic language, allowing filmmakers to direct the viewer's attention and create a more meaningful and engaging visual story.

117. (B) P-2, Q-1, R-3, S-4
Major directors in Indian history are identified by their unique contributions to the development of cinematic style and subject matter. Some are celebrated for their visual poetry and romantic themes in the commercial industry, while others are known for their politically committed and formally experimental work. There are also pioneers who established art cinema movements in different regions, focusing on social realism and rural life. These diverse voices collectively created a rich and complex heritage of filmmaking that continues to be studied.

118. (B) A fragmentation of the audience and the rise of niche programming.
The arrival of multiple private channels in India ended the long-standing government monopoly on broadcasting and created a far more competitive media environment. This led to a wide range of new programming formats and the emergence of channels catering to specific interests and languages. While the audience became more divided, they also gained more choices in what they watched. This shift also changed the economic structure of the industry, as private broadcasters relied on advertising and subscription revenue to reach their viewers.

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119. (D) The representations of national, regional, caste, and gender identities.
Research into Indian cinema frequently explores how films reflect and shape different ways of belonging in a diverse society. Instead of looking for a single national story, scholars examine how movies negotiate various regional, linguistic, and cultural identities. They also investigate the representation of caste hierarchies and gender roles, and how these have evolved over time. This comprehensive approach reveals the complex role of cinema as a site for both affirming and questioning the diverse identities that make up the modern Indian nation.

120. (A) Both A and R are true and R is the correct explanation of A.
In commercial Indian cinema, the song sequence is a vital narrative tool that serves multiple aesthetic and emotional purposes. It is not just an interruption but a way to express a character's deepest feelings or to summarize complex plot developments. These sequences also enhance the film's appeal to the audience and play a key role in its commercial success. By blending music, dance, and storytelling, the film song has become a unique and essential convention that defines the specific identity of mainstream Indian filmmaking.

121. (C) Symbol
A sign that communicates meaning through a purely conventional and learned relationship is a specific type of signifier. In the case of traffic lights, there is no natural or physical connection between the color red and the act of stopping. Instead, this meaning is something

enhance the overall experience without being a part of the diegesis.

179. (C) A state-supported alternative to mainstream commercial films.
In the context of Indian filmmaking, a specific term is used to describe a stream of movies that provide a state-supported alternative to mainstream commercial entertainment. This movement is known for its focus on social realism, artistic experimentation, and its engagement with the political challenges of the time. It has historically existed alongside the larger commercial industry, offering a different kind of cinematic experience for audiences interested in serious themes and innovative styles. This parallel tradition remains an essential part of the national heritage.

180. (D) Connotative meaning
In visual analysis, every element of an image carries meaning on multiple levels. While the physical property of a color is its straightforward literal description, it also carries complex cultural and emotional associations for the viewer. These added meanings are what create a specific mood or atmosphere in a work of art. By understanding these associations, creators can use color as a powerful tool for communication, evoking feelings like passion, peace, or sadness that go beyond the simple identification of the visual information.

181. (C) The transition from analog to digital technologies.
The transition from analog to digital technologies has profoundly shaped the history of cinema in the new millennium. This shift has changed every part of the process, from how films are shot and edited to how they are distributed and watched by audiences. The rise of new online platforms and the convergence of different media have created new opportunities for diverse voices and innovative forms of storytelling. This digital era is defined by its flexibility and its role in creating a more globalized and connected media landscape.

182. (B) Period Cinema
A film that meticulously recreates the fashion, architecture, and social norms of a specific historical era belongs to a genre focused on the past. The goal of these films is to provide a believable and immersive experience that transports the audience to a different time. This requires extensive research and a high level of attention to detail in every aspect of the production design. Whether depicting recent history or ancient legends, this genre remains a popular way for audiences to explore the human story through cinema.

183. (D) Italian Neo-realism - Use of non-professional actors
A defining feature of the realist movement in post-war Italy was the frequent use of non-professional actors in major roles. Filmmakers believed that this choice enhanced the authenticity of their stories and created a more direct connection with the social struggles they were depicting. This approach moved away from the polished performances of professional stars and the artificiality of studio sets, instead using real people and actual locations to capture the raw truth of contemporary life. This commitment to realism influenced filmmakers worldwide.

184. (A) The suggested, resonant, and indirect meaning.
Classical Indian poetics places its primary focus on the power of suggestion as the highest form of artistic communication. This theory argues that the most profound meaning of a work is not found in its literal description but in the resonances and implications it creates. By using indirect communication, an artist can evoke deep emotional and intellectual responses that are more powerful than a simple statement. This concept remains a cornerstone of traditional art theory and continues to influence how beauty and meaning are understood.

185. (C) The experiences of angry, disillusioned, working-class protagonists.
This movement in the late fifties and early sixties was defined by its focus on the mundane lives of working-class protagonists who felt frustrated by their social environment. These films were known for their honest and often gritty depiction of everyday reality, providing a powerful critique of contemporary society. By moving away from upper-class stories and using a naturalistic aesthetic, filmmakers captured a raw view of life that resonated with audiences. This commitment

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society. Their work prioritized authenticity and social justice, making them a significant voice for reform and artistic integrity in the national cinema.

129. (B) Parallel Cinema
In the context of Indian filmmaking, a specific term is used to describe a stream of movies that provide an alternative to mainstream commercial entertainment. This movement is known for its focus on social realism, artistic experimentation, and a rejection of traditional popular formulas. It has historically existed alongside the larger commercial industry, offering a different kind of cinematic experience for audiences interested in serious themes and innovative styles. This parallel tradition has been essential for the growth of a diverse and intellectually engaging national film culture.

130. (A) Both A and R are true and R is the correct explanation of A.
Influential realist theorists believed that cinema has a unique ability to capture the ambiguity and complexity of actual reality. They championed techniques that preserved the physical relationship between subjects and their environment without the manipulative interference of traditional editing. By using long shots and keeping multiple planes of action in focus, filmmakers could give the audience more freedom to explore the image and interpret the meaning themselves. This approach emphasized the spiritual and realistic potential of the medium over purely technical or formalist styles.

131. (C) Guru Dutt
The history of artistic filmmaking in Bengal is often defined by three major directors who brought international acclaim to Indian cinema. While Satyajit Ray and Ritwik Ghatak are foundational figures, the third member of this group was a director known for his politically charged and formally experimental work. While other filmmakers also made significant contributions, this specific trio is celebrated for their diverse and powerful approaches to the medium. Recognition of their individual legacies is important for understanding the rich heritage of regional cinema and its global impact.

132. (D) Denotative meaning
In visual analysis, every image can be interpreted on multiple levels. The most basic level is the literal description of what is physically present in the frame, without any added emotional or cultural context. This involves simply identifying the objects, people, and actions that are shown. Understanding this straightforward meaning is the starting point for any deeper analysis, as it provides the factual foundation upon which more complex layers of symbolic and cultural meaning are built during the process of interpretation.

133. (B) (ii), (iii), and (iv) only
The film industry in India is a vast and diverse collection of regional and linguistic traditions, each with its own unique identity and history. While the national industry is very influential, other regional cinemas also play a significant role in the cultural landscape. The star system is a common feature of commercial filmmaking, helping to ensure financial success. Additionally, major historical events like national division have been recurring themes across many different films. Recognizing this diversity is essential for any comprehensive study of cinema in the country.

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134. (B) Apparatus Theory
Some film theorists are primarily concerned with how the physical and institutional conditions of watching a movie influence the audience. This includes everything from the darkened theater to the way the image is projected on the screen. They argue that these material factors are not neutral but work to place the viewer in a specific ideological position. By analyzing the entire cinematic setup, these researchers aim to uncover the hidden ways in which media technology shapes our perception of reality and reinforces dominant social values.

135. (D) Late 1950s and 1960s
A revolutionary movement in filmmaking emerged in France during the late nineteen fifties and reached its peak in the sixties. It was led by a group of young directors who were former critics and who wanted to break free from the rigid traditions of the national cinema. Their innovative styles and technical freedom influenced filmmakers around the world and changed the way movies were made and studied. This period is now seen as one of the most

important eras in the history of international cinema.

136. (A) (ii), (iii), (iv), (i)
The history of cinema is marked by key technological inventions and the emergence of major artistic movements. The initial development of the motion picture camera was followed decades later by the first feature film with synchronized sound. In the mid-twentieth century, a movement focused on social realism emerged in post-war Italy, followed shortly after by the revolutionary and experimental styles of the French New Wave. This sequence highlights the ongoing evolution of both the technology and the artistic language used by filmmakers worldwide.

137. (C) Popular formula films aimed at achieving wide box-office appeal.
In the context of Indian cinema, a particular category of filmmaking is defined by its goal of reaching the largest possible audience and achieving high box office sales. These films typically use well-established formulas, major celebrities, and elaborate song and dance sequences to provide popular entertainment. While they are often criticized for being predictable, they are a massive cultural phenomenon and the main economic driver of the industry. This commercial focus differentiates them from the more experimental or social realism traditions found in art cinema.

138. (B) Both Statement I and Statement II are false.
Classical Indian aesthetics describes a structured relationship between the artistic performance and the audience's experience. One concept refers to the refined emotional flavor or essence that is evoked in the spectator during the performance. Another term describes the internal moods and emotions that lead to this aesthetic experience. Because traditional theories place the focus on the refined response of the cultivated viewer, any idea that these terms refer primarily to the artist's own emotions or a basic savoring is a misunderstanding.

139. (A) P-4, Q-3, R-1, S-2
Every technical choice in filmmaking contributes to the overall aesthetic and narrative experience for the audience. A shot that lasts for an unusually long time creates a different feeling than a sequence built from rapid cuts that create discontinuity. Transitions between images can be smooth and gradual, while sound can either be a natural part of the story world or external to it. Understanding these basic components is essential for analyzing how filmmakers manipulate time, space, and emotion to tell a story and create meaning.

140. (B) The accessibility of digital technology and new distribution models.
The modern era of filmmaking is defined by the incredible accessibility and flexibility provided by new digital tools. A filmmaker today can use a high-quality smartphone to record a movie and then share it with a global audience through online streaming services. This shift has challenged the traditional dominance of large studios and theatrical distribution, allowing many more people to create and share their own stories. This period of media convergence has opened up new possibilities for diverse voices and innovative forms of independent filmmaking.

141. (C) The studio system, such as New Theatres and Bombay Talkies.
Before the mid-twentieth century, the Indian film industry was largely organized around major production companies that managed every part of the process. These studios had their own staff of directors, actors, and technicians and were responsible for creating some of the most influential early films. This system established the professional standards and artistic traditions that would define the industry for decades. Understanding this era is essential for seeing how the foundations of the national cinema were built and how early masters gained their experience.

142. (A) Both A and R are true and R is the correct explanation of A.
A key goal of the expressionist movement was to use the visual elements of cinema to represent a character's internal psychological experience. By using distorted sets, jagged lines, and extreme lighting, filmmakers could externalize feelings of fear, madness, and anxiety. This approach moved away from recording objective reality, instead creating a subjective world that felt like a nightmarish dream. This commitment to showing the inner life of the characters through

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the visual design of the film is what defines the unique and powerful style of this movement.

143. (A) The belief in the primacy of the shot over editing.
The theorists and practitioners of the early Soviet film movement were defined by their belief that editing is the most important part of the cinematic process. They argued that the true power of the medium lies in the relationship between shots rather than in the individual shots themselves. They developed various styles of montage to create complex meanings and evoke strong emotions, often for political purposes. Any idea that they prioritized the shot over the edit is a misunderstanding of their entire philosophy and its revolutionary impact on cinema.

144. (B) British New Wave
This landmark film is a classic example of a movement that focused on the gritty reality of working-class life in northern England. It featured a rebellious young protagonist who was frustrated by his job and the social limitations of his environment. By using a naturalistic style and shooting in actual industrial locations, the film provided a powerful and honest view of contemporary society. This movement was a significant departure from the more polite and upper-class stories that had previously been common in the national cinema of the time.

145. (D) (i), (ii), and (iii), and (iv)
The history of Indian cinema has been shaped by the diverse contributions of its most celebrated directors. Some masters created visually poetic and melancholic films within the commercial industry, while others pioneered a new wave of art cinema that focused on social realism and rural life. Additionally, many filmmakers used the medium to explore the deep trauma of national division and to create epic stories that gained international recognition. Together, these different voices have built a rich and complex heritage of filmmaking that continues to be admired.

146. (A) Connotation
An image in a film often communicates meaning that goes beyond its literal description. While a smoke-filled alley is physically just a location, it carries cultural and emotional associations of mystery and danger for the audience. This process of using visual cues to suggest deeper themes and moods is a vital part of filmmaking. By understanding these associations, creators can build an atmosphere that enhances the narrative and engages the viewer's imagination, creating a more powerful and immersive experience that transcends the simple depiction of reality.

147. (C) The historical and structural evolution of the industry.
Analyzing the shift from a single government-controlled broadcaster to a multi-channel environment in India is a study of how the entire industry has changed over time. This involves examining the historical, economic, and structural factors that led to the rise of private television and the resulting impact on programming and the audience. This perspective goes beyond looking at individual shows to understand the overall evolution of the medium and its role in a rapidly changing society, providing a comprehensive view of the national media landscape.

148. (A) (i) and (iv) only
Cinematic language is built from a set of conventions that help communicate meaning and control the audience's experience. Using a specific camera position can make a subject appear more powerful, while the arrangement of objects in the frame builds the overall visual world of the story. Some technical choices are designed to create a sense of realism, while others might deliberately break the rules for a specific effect. Understanding these basic components is essential for any analysis of how films use visuals and sound to tell a story and create an impact.

149. (C) French New Wave
Jean-Luc Godard's debut film is widely considered one of the most important and influential works of a revolutionary movement in France. It broke many of the traditional rules of filmmaking by using techniques like jump cuts and spontaneous on-location shooting. The film's energetic and self-reflexive style challenged the established norms of the time and introduced a new kind of cinematic freedom. Its success helped define the aesthetic principles of the movement and inspired filmmakers around the world to experiment with the possibilities of the medium.

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that everyone in a society must learn and agree upon. This arbitrary link is what defines a symbolic sign, making it a foundational concept for understanding how cultural codes and social agreements facilitate communication in everyday life.

122. (A) Alam Ara
The transition from silent films to sound was a major milestone in Indian cinematic history. This change happened with the release of a film in nineteen thirty-one that introduced synchronized dialogue and music to local audiences. While the industry had already been established with silent features, this new technology fundamentally changed the way stories were told and led to the characteristic blending of music and drama that would become a hallmark of Indian cinema. This landmark film opened the door for the modern era of the industry.

123. (C) (i), (ii), and (iv) only
The filmmakers of the French New Wave were famous for their radical rejection of traditional cinematic rules and their embrace of low-budget, spontaneous styles. They celebrated directors who had a personal vision and often used new techniques like jump cuts and handheld cameras. They were very critical of the polished studio productions of their time and aimed to create a more direct and personal form of cinema. Therefore, any idea that they supported established conventions or large budgets is incorrect, as their entire movement was a protest.

124. (B) Raj Kapoor, Guru Dutt, Bimal Roy
The period from the late nineteen forties to the nineteen sixties is often celebrated as a high point in Indian film history due to the quality and impact of its productions. This era was defined by legendary directors who created powerful social dramas that blended high artistic standards with popular appeal. Their work explored the challenges of the new nation with deep sensitivity and technical mastery. These filmmakers remain the most celebrated figures of their generation, and their films continue to be seen as foundational classics of the national cinema.

125. (C) Continuity editing
The most common style of editing in commercial cinema aims to create a smooth and logical flow of action that does not distract the viewer. By following specific rules of space and time, the editor makes the transitions between shots seem natural and invisible. This technique ensures that the audience remains focused on the story and the characters rather than the technical process of the film. It is the foundation of the dominant filmmaking paradigm and is used to create a believable and immersive narrative experience.

126. (B) Both Statement I and Statement II are false.
Different film movements have very different aesthetic goals and technical priorities. One style from the early twentieth century used highly distorted and non-realistic sets to show internal psychological states rather than objective reality. Another movement focused on the power of rapid and associative editing to create complex meanings rather than maintaining long, unedited takes. Because both these ideas are the opposite of the actual practices of these movements, it is important to understand their specific contributions to the evolution of film language and expression.

127. (B) P-2, Q-1, R-4, S-3
Every aspect of a film's creation involves a different artistic and technical discipline. One area focuses on the arrangement of everything seen in the frame, while another is concerned with the specific art of lighting and camera work. The process of joining separate shots to create a coherent story is a vital part of filmmaking, as is the creation and mixing of all the audio elements. These different components work together to build the overall visual and auditory experience for the audience, each contributing to the final narrative.

128. (B) The struggles of a landless peasant against a feudal landlord.
Filmmakers associated with the Indian New Wave were committed to creating realistic stories that engaged with the social and political challenges of their time. They often focused on the lives of ordinary people, such as rural laborers or the urban poor, and their struggles against exploitation and inequality. By avoiding the fantasy and spectacle of commercial cinema, they aimed to provide a serious critique of

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A sign that communicates meaning through a purely arbitrary and learned relationship is a specific type of signifier. In the case of a skull and crossbones image representing danger, there is no natural or physical connection between the image and the concept. Instead, this meaning is something that has been established by social convention and must be learned by everyone in a culture. This arbitrary link is what defines a symbolic sign, making it a foundational concept for understanding how society creates and shares complex meanings.

158. (B) (ii) and (iv) only
International cinema movements are defined by the specific aesthetic goals and technical priorities of the filmmakers involved. Some movements focused on the gritty reality of life after the war, while others used highly stylized and distorted visuals to show internal psychological states. Some filmmakers were also influential critics who developed new theories about the role of the director as an artist. Recognizing these different contributions is essential for understanding how cinematic language has evolved and how different movements have influenced each other across national borders.

159. (A) The dominant cinematic gaze is structured as masculine, objectifying the female figure.
A foundational concept in feminist film theory argues that the camera and narrative perspectives in classical cinema are structured to provide pleasure to a male spectator. This often results in female characters being presented as passive objects for visual enjoyment rather than as active participants in the story. By analyzing how scenes are framed and edited, scholars can see how media reinforces traditional gender hierarchies. This critique has been essential for understanding the ideological power of cinema and for encouraging more diverse and inclusive ways of storytelling.

160. (B) Theory seeks general principles of the medium, while criticism evaluates specific films.
While both involve thinking deeply about films, there is a key difference in their overall goals. One area of study seeks to understand the general principles and the nature of the medium as a whole, often using various philosophical and sociological frameworks. In contrast, the other focus is on evaluating and analyzing specific films, providing a detailed critique of their narrative, style, and impact. Understanding this distinction is important for seeing how academic study and journalistic review contribute different insights to our understanding of cinema.

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161. (A) Both Statement I and Statement II are true.
In commercial Indian cinema, the song sequence is a vital narrative tool that serves multiple functions, such as condensing time or expressing a character's internal feelings. It is a defining convention that blends music, dance, and storytelling into a unique form of popular entertainment. These sequences rely on professional playback singers, allowing for high musical quality while the actors synchronize their movements on screen. This combination of technical skill and artistic expression is essential for the specific identity and the wide appeal of mainstream Indian filmmaking.

162. (A) P-4, Q-1, R-2, S-3
Landmark Indian films are often associated with the specific stylistic and thematic concerns of their directors. Some masters created emotionally powerful social realism classics, while others are known for their lyrical art cinema masterpieces or for bringing international recognition to the national industry. There are also actor-directors who became major figures in the commercial industry and filmmakers who created politically charged and experimental work. These pairings illustrate the diverse range of voices and the rich heritage of cinema across the entire country.

163. (C) Formalist analysis
An approach to visual analysis that focuses entirely on the arrangement of lines, colors, and shapes within an image is concerned with the basic elements of artistic design. This perspective avoids looking at the historical or social context of the work, instead focusing on how the formal components create a specific visual experience for the viewer. This method is a foundational tool for understanding the technical and artistic side of any visual medium, from painting to modern digital cinematography and advertising.

164. (D) "Placing on stage"
The term used to describe the arrangement of everything seen in a film frame originates from

a French phrase meaning to place something on a stage. It encompasses all the visual elements that the director controls, including the setting, lighting, costumes, and the positioning and movement of the actors. By organizing these components, a filmmaker builds the visual world of the story and communicates thematic meaning. This is a fundamental part of film language that creates the overall atmosphere and style of a motion picture.

165. (A) (i), (iv), and (v) only
Different national cinema movements are identified by their unique stylistic and thematic characteristics. Some focused on the gritty reality of everyday life through a naturalistic aesthetic, while others used highly stylized and distorted visuals to show internal psychological turmoil. Some movements were also famous for their radical technical innovations, such as the use of jump cuts and breaking traditional rules of storytelling. Recognizing these different traits is essential for understanding the diverse ways in which filmmakers have used the medium to express their vision.

166. (B) An analysis of a non-fictional entertainment format (quiz show/reality TV).
A popular television program like a long-running quiz show is best analyzed as an example of a non-fictional entertainment format. This involves examining the rules, the role of the host, and the way the show engages with the audience to create excitement and drama. This perspective goes beyond looking at traditional fictional narratives to understand the wide range of programming that makes up the modern television landscape. This type of analysis is essential for understanding the role of television in contemporary popular culture.

167. (D) Ritwik Ghatak's films largely ignored the theme of Partition.
A legendary filmmaker from Bengal is actually famous for his deeply emotional work that repeatedly explored the trauma and displacement caused by the nineteen forty-seven division of India. His films are haunted by the loss of home and the social and psychological impact of national borders. Any idea that he ignored these themes is a major misunderstanding of his entire artistic legacy. His commitment to documenting this historical crisis using local myths and a powerful visual style makes his work essential for national history.

168. (A) The narrative world of the story, including events, characters, and spaces.
In film studies, a specific term is used to describe the entire narrative world that is inhabited by the characters in a story. This includes all the events, people, locations, and even the sounds that are part of that world. Understanding this concept is essential for analyzing how filmmakers construct a believable reality for the audience. It also helps to distinguish between elements that are internal to the story and those that are external, such as a musical score or an external narrator.

169. (C) The narrative and stylistic system of classical Hollywood cinema.
The standard model for commercial filmmaking is based on a set of narrative and stylistic conventions that were developed in early twentieth-century America. This system emphasizes clear storytelling, goal-oriented characters, and an invisible style of editing that maintains a seamless sense of reality. By following these established patterns, filmmakers create a consistent experience that audiences have learned to follow easily. This dominant paradigm provides the foundation for most mainstream cinema worldwide, serving as the benchmark for both traditional and alternative forms of filmmaking.

170. (A) Mother India
While Guru Dutt is a celebrated director known for his visually poetic films like Pyaasa and Kaagaz Ke Phool, he did not direct every major classic of the era. The epic social melodrama Mother India, which is one of the most famous and influential films in the history of Indian cinema, was actually directed by Mehboob Khan. Recognizing the individual contributions of different directors is important for a correct understanding of the diverse history and the major landmarks of the national film industry.

171. (D) Statement I is false, but Statement II is true.
The field of visual communication is broad and encompasses much more than just the study of traditional arts like painting. It involves the analysis of how ideas and information are

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conveyed through all forms of visible media, including film, television, advertising, and digital content. By deconstructing the formal and thematic elements of these diverse texts, researchers can understand how they create meaning and influence the viewer. This discipline is essential for navigating the complex and image-saturated environment of the modern world.

172. (B) The interplay of national, regional, linguistic, caste, and gender identities.
Research into Indian cinema frequently investigates how films serve as a site for negotiating the diverse identities present in a complex society. Instead of focusing on a single national narrative, scholars examine how movies represent the interplay of regional cultures, linguistic groups, caste hierarchies, and gender roles. This perspective reveals how cinema can both reflect and shape social reality, providing a powerful way to understand how people see themselves and others within the diverse landscape of the modern Indian nation-state.

173. (C) (i), (ii), and (iii) only
The filmmakers of the French New Wave were famous for their innovative and self-reflexive style, which often reminded the audience they were watching a film. They used newly developed portable equipment for spontaneous shooting and celebrated directors who had a clear personal vision. They were very critical of traditional cinematic rules like continuity editing and aimed to create a more direct and personal form of cinema. These features define the movement's radical approach to the medium and its lasting influence on the history of international cinema.

174. (D) The process of evoking and experiencing aesthetic emotion in performance art.
Traditional Indian aesthetic theory focuses on the structured process of evoking specific emotional states in the audience during a performance. It identifies refined emotional flavors that are the goal of every artistic achievement. By successfully creating these aesthetic experiences, an artist can transport the viewer to a state of profound emotional and spiritual satisfaction. This systematic approach to aesthetics has influenced centuries of artistic practice in India, providing a comprehensive framework for understanding the purpose and the power of art in society.

175. (A) Italian Neo-Realism
Roberto Rossellini's nineteen forty-five masterpiece is a landmark film of a movement that sought to document the raw reality of life in post-war Italy. It was shot on location using available light and featured a gritty, naturalistic style that broke with the polished conventions of the time. The film's focus on the social struggles of ordinary people during the occupation made it a powerful and influential work. It established the aesthetic principles for a new kind of socially engaged cinema that influenced filmmakers worldwide.

176. (B) Ritwik Ghatak - Trauma of Partition
Major directors in Indian history are identified by their unique thematic concerns and signature styles. Some filmmakers are legendary for their focus on the deep trauma and displacement caused by national division, while others are pioneers of regional art movements known for their social realism. There are also masters of the commercial industry and directors whose work is celebrated for its humanism and international appeal. Recognizing these individual contributions is essential for understanding the diverse voices and the rich heritage of cinema across the country.

177. (B) Auteur Theory
When a critic analyzes the recurring motifs and stylistic choices across all the films of a director like Alfred Hitchcock, they are using a framework that treats the director as the primary author of the work. This approach identifies a consistent personal vision that remains visible despite the different stories and industrial constraints. This theory changed how films are studied, elevating the status of the filmmaker to that of an individual artist and providing a powerful tool for deconstructing the meaning of their work.

178. (C) Statement I is true, but Statement II is false.
Sound in a film is classified based on whether its source exists within the narrative world of the story. Dialogue and sound effects from objects in a scene are part of that world, whether they are seen on screen or not. However, a film's musical score is usually added in post-production and cannot be heard by the characters themselves. This makes it an external element that is used to guide the audience's emotional response and

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150. (B) Vachyartha
Classical Indian aesthetics distinguishes between different levels of meaning in a work of art. The most basic level is the literal meaning of the words or images, which provides the straightforward information being communicated. While traditional theory emphasizes the importance of suggested meaning that transcends the literal, it still recognizes this basic layer as the foundation of any artistic expression. This distinction is essential for understanding how a work of art can have multiple layers of meaning, from the simple and direct to the complex and profound.

151. (D) Statement I is false, but Statement II is true.
The Indian New Wave was a specific artistic movement that prioritized realism and social themes over commercial success. While it received significant critical acclaim and state support, it did not achieve the same level of box office popularity as mainstream commercial cinema. These filmmakers were committed to providing a serious critique of society and experimenting with new cinematic forms. Their work established a parallel stream of cinema that remains an essential part of the national heritage, even if it did not follow the traditional path to financial success.

152. (B) P-2, Q-4, R-1, S-3
Different national cinema movements are identified by the visionary work of specific directors who helped define their unique style and subject matter. Some masters pioneered expressionism in Germany or associative editing in the early Soviet Union. Others led movements focused on the gritty reality of working-class life in Britain or the social realism of the art cinema wave in India. Each of these filmmakers used the medium to explore new artistic and social possibilities, leaving a lasting legacy that continues to influence the global history of cinema.

153. (C) The accuracy of the costumes, architecture, and social customs.
A historical analysis of a film set in the past would focus on how accurately it recreates the specific era it depicts. This involves examining the costumes, architecture, and social customs shown on screen to see how well they match historical facts. The goal of this kind of visual analysis is to evaluate the film's success in providing a believable and immersive historical experience for the audience. This requires a deep understanding of the chosen time period and a careful eye for the details of the production design.

154. (A) Satya (Truth)
Traditional Indian aesthetic theory identifies a specific set of emotional essences that are central to the experience of art. These include feelings of wonder, fury, and terror, along with others like the erotic and the pathetic. Each is tied to a structured process of artistic expression and audience response. While truth is an important philosophical concept, it is not one of the specific emotional flavors identified in the foundational theories of aesthetics. The goal of the artist is to evoke these refined flavors through their performance.

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155. (A) Both A and R are true and R is the correct explanation of A.
The rise of modern theaters in urban India has had a significant impact on the kinds of films that are produced and distributed. These venues typically cater to a more educated and affluent audience that is often more receptive to unconventional themes and experimental narratives. This has created a space for diverse, niche-oriented films that might not find success in larger, more traditional theaters. This shift has encouraged filmmakers to experiment with different genres and styles, contributing to a more vibrant and diverse national cinematic culture.

156. (B) A new wave of independent-spirited Hindi cinema in the 21st century.
A new wave of independent-spirited filmmakers has emerged in the twenty-first century, creating gritty and realistic stories that differ from traditional commercial formulas. These directors often explore complex social themes and utilize modern cinematic styles to reach a globalized audience. Their work represents a significant shift in the national film industry, providing a more diverse range of narratives and a more critical view of contemporary life. This contemporary movement is defined by its artistic integrity and its focus on authentic human experiences.

157. (C) Symbol

to social realism made the movement a significant landmark in national cinema history.

186. (A) Box-office revenue
The study of film aesthetics involves the analysis of the artistic and technical elements that create the visual and auditory experience for the audience. This includes everything from the way scenes are lit and shot to the arrangement of objects in the frame and the process of editing and sound design. While financial success is important for the industry, it is not a part of the artistic design itself. Understanding the formal components of a film is essential for deconstructing how meaning is created through the cinematic medium.

187. (D) A significant increase in programming diversity and competition.
The emergence of private satellite channels in India during the nineties led to a massive increase in the variety and competition of television programming. This shift ended the government's monopoly and provided viewers with many more choices, including 24-hour news, specialized entertainment, and international content. While this led to a more divided audience, it also encouraged innovation and the development of new formats. This era changed the media landscape fundamentally, creating a more dynamic and consumer-driven culture of television consumption across the country.

188. (B) Satyajit Ray
A series of three world-famous films that follow the life of a boy from his childhood in a rural village to his adulthood in the city was directed by a legendary filmmaker from Bengal. These films are celebrated for their profound humanism, their lyrical realism, and their technical mastery. They brought international recognition to Indian cinema and remain a cornerstone of world film history. The director's unique vision and his ability to tell a universal story through specific cultural details made him one of the most respected masters.

189. (C) Medium shot
Cinematic language uses different scales of framing to direct the audience's attention and communicate narrative information. A shot that frames a character from the chest up is used to show both their facial expressions and their physical movements and surroundings. This balance makes it a versatile tool for many types of scenes, from dialogue to action. Understanding the different sizes of shots is a basic part of filmmaking, allowing for a more dynamic and engaging way to tell a story through images on the screen.

190. (D) Cinema serving to negotiate regional, linguistic, and caste identities.
Research into Indian cinema has shown that films play a complex and active role in negotiating the various regional, linguistic, and cultural identities of a diverse society. Instead of creating a single national story, movies provide a site where different ways of belonging are both affirmed and questioned. This includes the representation of caste hierarchies and gender roles, and how these have changed over time. This perspective highlights the importance of cinema as a powerful cultural tool for navigating the complexities of modern social reality and identity.

191. (A) German Expressionism
The early twentieth-century masterpiece 'The Cabinet of Dr. Caligari' is the quintessential example of a highly stylized movement in cinema. It utilized distorted sets with jagged lines and extreme shadows to externalize the internal psychological state of its narrator. This approach moved away from naturalism to create a world that felt like a nightmarish dream. By using such radical visual elements, the film established the aesthetic principles for expressionism, influencing generations of filmmakers who sought to use the medium for subjective and artistic expression in their work.

192. (B) 'K-serials' of the 2000s were known for their realism and documentary style.
The highly popular television programs produced in the early two thousands were known for their high emotional drama, family-centric plots, and traditional values. They utilized a very stylized and melodramatic aesthetic rather than a realistic or documentary style. Produced primarily by Balaji Telefilms, these shows dominated prime-time viewership and had a significant cultural impact on the urban and rural middle class. Any idea that they were known for their realism is incorrect, as their entire appeal was based on

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The current era of cinema is defined by the massive impact of digital technologies and the rise of new distribution platforms. This has led to a convergence of different media and a change in how audiences access and watch films. The proliferation of online services has provided new ways for diverse voices and independent stories to reach a global audience. This period in the new millennium is characterized by technological innovation and a more connected media landscape, marking a significant shift from traditional industrial models toward a more flexible and globalized system of storytelling worldwide.

221. (D) (i), (ii), (iii), and (iv)
The history of Indian cinema reflects a series of significant technological and aesthetic shifts over more than a century. From the first silent feature to the introduction of sound and the dominance of the studio system, the industry has evolved constantly. The post-independence era saw the emergence of a parallel art cinema movement, while the turn of the millennium has been defined by the rise of modern multiplexes and digital media. Recognizing these different phases is essential for any comprehensive study of the rich and diverse landscape of national cinema that has shaped the cultural heritage.

222. (D) Chiaroscuro
A specific lighting style in film and art is defined by its use of stark contrasts between light and dark areas within the frame. This technique creates a dramatic and often moody atmosphere, emphasizing shadows and high-contrast highlights. It has been used by various film movements, such as expressionism and film noir, to externalize internal psychological states or to build a sense of mystery and danger. This mastery of light and shadow is a fundamental part of visual language, helping to create a more powerful and immersive experience for the audience across many genres.

223. (A) The determinants or causes that give rise to an emotion.
Traditional Indian aesthetic theory describes the various components that contribute to the creation of an aesthetic experience. One key element refers to the external determinants or causes that give rise to specific emotions in the characters and the audience. These can include the setting, the specific situation, or any other factor that provokes an emotional response. By understanding these causes, an artist can structure a performance to successfully evoke the desired refined flavors or essences that are the core goal of the artistic encounter for the cultivated viewer in any performance.

224. (B) Social realism
A prominent director of the post-independence era is celebrated for his highly influential films that followed the tradition of social realism. His work, such as Do Bigha Zamin, created emotionally powerful stories about the struggles of ordinary people against poverty and social exploitation. By using a naturalistic style and focusing on authentic human experiences, he brought a new level of seriousness and artistic integrity to the national industry. His legacy remains an essential part of the history of cinema, inspiring generations of socially committed filmmakers to use the medium as a tool for reform.

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225. (B) Roland Barthes
An influential theorist in semiotics and cultural studies explored how images and narratives in media create 'myths' that normalize specific social values and beliefs. By deconstructing signs and symbols in everything from advertising to wrestling, he aimed to uncover the hidden ideological messages that shape our understanding of reality. This approach is a foundational tool for visual analysis, providing a powerful way to understand the complex relationship between media representations and the construction of cultural and social meaning in the modern world today for all forms of visual communication across different media.

226. (A) Use of jump cuts and breaking the fourth wall.
This revolutionary movement in France was known for its radical technical innovations and its rejection of traditional cinematic rules. Filmmakers embraced spontaneity by using portable equipment for on-location shooting and celebrated a highly personal and innovative style. Key techniques included the use of jump cuts and breaking the fourth wall, which constantly reminded the audience they were watching a film. This self-reflexive approach challenged

a more connected and globalized landscape for cinema and media worldwide for all audiences.

200. (A) Politically committed and formally experimental films.
A legendary filmmaker from Bengal is famous for his politically committed and formally experimental films that often directly challenged the social and political status quo. His work was a significant part of the art cinema movement, moving away from traditional narrative styles to explore new and challenging ways of telling a story. By using the medium as a tool for social critique and artistic innovation, he became one of the most respected and influential masters of Indian cinema, leaving a lasting legacy that continues to be studied and admired today.

201. (A) (i), (ii), and (iii) only
In commercial Indian cinema, the song sequence is a vital narrative and promotional tool that serves multiple functions, such as expressing character interiority and advancing the story. These sequences are an integral part of the film's identity and its appeal to a wide audience. They rely on the convention of playback singing, where professional vocalists record the music while actors perform on screen. This combination of musical excellence and visual storytelling is a hallmark of the national cinematic tradition, blending different arts into a unique popular and commercial form.

202. (A) Meghe Dhaka Tara
While Satyajit Ray is a master of Bengali and world cinema, he did not direct every masterpiece of the region. The powerful film 'Meghe Dhaka Tara', which explores the trauma of national division and its impact on a refugee family, was actually directed by another legendary filmmaker, Ritwik Ghatak. Recognizing the individual contributions and the distinct styles of these different masters is essential for a correct understanding of the rich and complex history of regional cinema and its major cultural and artistic landmarks that have defined national cinema history.

203. (D) Powerful and imposing
The positioning of the camera in relation to the subject significantly influences the audience's emotional response. When a filmmaker places the lens at a low angle looking upward at a character, it typically makes them appear more powerful, commanding, and imposing within the frame. This perspective makes the figure seem larger and more significant to the viewer. It is a common visual shorthand used in many types of films to establish authority or to portray a character as a heroic or threatening presence within the overall narrative world of the film.

204. (B) Shifting from entertainment and spectacle to social realism and artistic expression.
The evolution of different streams in Indian cinema reflects a shift from purely commercial goals toward a more artistic and realistic approach to the medium. While mainstream films often prioritize entertainment and spectacle through well-established formulas, other filmmakers focus on social realism and authentic human experiences. This movement toward non-commercial genres allowed for more serious critiques of society and more experimental forms of storytelling. This diversity has been essential for the development of a vibrant and intellectually engaging national cinematic culture over many decades, providing different ways of seeing.

205. (C) Feminist film theory
The concept of the 'male gaze' is a central part of feminist film theory, used to critique how traditional cinema is often constructed from a masculine perspective. It argues that the camera and narrative are designed to provide pleasure to a male spectator by objectifying the female characters on screen. This perspective highlights the ideological power of cinema in reinforcing gender hierarchies. By deconstructing these visual and narrative structures, scholars can encourage more diverse and inclusive ways of seeing and telling stories in media for all people in society.

206. (D) Sergei Eisenstein
The legendary film 'Battleship Potemkin' is a masterpiece of the Soviet Montage movement, directed by a leading theorist who pioneered the use of rapid and associative editing. He believed that the juxtaposition of images could create powerful new meanings and evoke strong emotional responses in the audience. His innovative style changed the history of world cinema and remains a foundational study for any analysis of cinematic language. The film's

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rhythmic and intellectual editing techniques continue to influence filmmakers and students of film theory today across the entire globe.

207. (B) (i), (ii), and (iii) only
This influential movement in post-war Italy was defined by its commitment to documenting the social struggles of ordinary people through a naturalistic aesthetic. Filmmakers chose to shoot on actual locations and often cast non-professional actors to enhance the authenticity of their stories. Their narratives focused on the harsh realities of life after the war, moving away from the artificiality of studio sets and commercial entertainment formulas like happy endings. This approach created a raw and powerful form of cinema that influenced filmmakers around the entire world to seek social truth.

208. (B) The middle-class/intelligentsia, particularly in Bengal
In discussions of social and cultural identity in Indian cinema, a specific term is used to refer to the educated middle class or intelligentsia, particularly in the context of Bengal. This group has been a central subject for major filmmakers like Satyajit Ray, who explored their values, their conflicts, and their role in a changing society. Their intellectual pursuits and their negotiation between tradition and modernity have become a defining feature of the region's artistic film tradition, providing a rich source for exploring themes of social and cultural change over many generations.

209. (B) Ideological analysis
An examination of popular television programs to see how they reinforce or challenge specific societal beliefs and values is a form of cultural critique. This might involve analyzing how soap operas depict traditional family structures and roles for men and women. By deconstructing these representations, researchers can uncover the underlying ideological messages that the show communicates to its wide audience. This type of analysis is essential for understanding the powerful role of media in shaping our cultural understanding of domestic life and social norms today in a rapidly changing world.

210. (A) Dhvani theory
Classical Indian aesthetics places its primary focus on the idea that the most profound meaning of a work of art is communicated through suggestion rather than direct statement. This theory argues that the underlying resonances and implications are what create the highest form of artistic experience. By using indirect communication, an artist can evoke deep emotional and intellectual responses that are more powerful than literal description. This concept remains a cornerstone of traditional theory and continues to influence how beauty and meaning are understood in all forms of artistic expression today.

211. (C) Raj Kapoor
A legendary actor-director of the post-independence era became famous for his iconic 'tramp' character, inspired by Charlie Chaplin. In films like Awaara and Shree 420, this character navigated the social inequities of the modern city with a blend of charm, comedy, and pathos. This persona became a major cultural landmark and was loved by audiences both in India and internationally. His work blended popular entertainment with a sensitive exploration of social themes, making him one of the most influential figures in the history of national cinema across the world.

212. (D) Deconstructing formal and thematic elements of a visual text.
The study of any visual text involves the careful deconstruction of its formal and thematic elements to understand how it creates meaning. This goes beyond simply watching or describing what is shown, instead requiring a deeper analysis of the lighting, framing, editing, and the underlying social and cultural messages. By using various theoretical frameworks, researchers can uncover the complex ways in which media and art influence the viewer. This process is essential for any serious study of cinema, television, advertising, and all other forms of visual communication in modern society.

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213. (C) Hollywood Golden Age cinema
The history of international cinema is marked by a series of artistic movements that emerged in specific national contexts. Some pioneered innovative styles in the early Soviet Union or realism in post-war Italy, while others led revolutionary waves in France. While the early

period of American filmmaking established the dominant commercial paradigm, it is generally discussed as an industrial system rather than as a specific national cinema movement in the same way as the others. Recognizing these different historical contexts is essential for understanding the global development of cinematic language and artistic expression.

214. (B) Create a smooth, unbroken flow of action that is 'invisible'.
The most common style of editing in commercial filmmaking aims to create a smooth and logical flow of action that remains 'invisible' to the audience. By following specific rules of space and time, the editor ensures that the transitions between shots seem natural and do not distract the viewer from the story. This technique maintains a seamless sense of reality, allowing the audience to become fully immersed in the narrative and the characters. It is the foundation of the dominant paradigm used in mainstream cinema worldwide to create a believable story world.

215. (D) The Indian New Wave or 'Parallel Cinema'.
National institutions and government financial support played a critical role in the emergence of art cinema in India during the late sixties and seventies. By providing funding for non-commercial projects, these organizations allowed a new generation of filmmakers to explore realistic social themes and experiment with new styles. This movement, known as Parallel Cinema, successfully established a vibrant alternative to the mainstream commercial industry. This state support was essential for the growth of a diverse and intellectually engaging cinematic culture across the entire country for over many decades of filmmaking history.

216. (A) Arbitrary and conventional
A foundational concept in modern semiotics describes the relationship between the physical form of a sign and the mental idea it represents as being based on purely arbitrary social convention. This means there is no natural or necessary link between a word or image and its meaning; instead, it is something that must be learned within a specific culture. This principle is essential for understanding how language and other systems of communication work, highlighting the role of social agreement in the construction and sharing of meaning in every form of human communication.

217. (C) Apparatus theory argues that the cinematic technology is ideologically neutral.
Some film theorists argue that the entire technical and institutional setup of cinema, from the projection technology to the darkened theater, is never neutral. Instead, they believe it carries an inherent ideological bias that shapes the audience's perception of reality. Any idea that this apparatus is neutral is a misunderstanding of this critical perspective, which aims to uncover the hidden ways in which media technology reinforces dominant social values. This approach is essential for a deeper understanding of the power dynamics involved in the act of watching and the construction of identity.

218. (A) Ritwik Ghatak
A legendary filmmaker from Bengal is famous for his deeply emotional work that repeatedly returned to the immense human cost of the nineteen forty-seven division of India. His films explored the social and psychological trauma of displacement and the loss of home, using a powerful visual style and local cultural archetypes. This commitment to documenting a historical crisis through art makes his work an essential part of the national heritage. His haunting and influential films remain some of the most profound explorations of this significant event in modern history for all generations.

219. (D) Intellectual montage
The famous sequence from 'Battleship Potemkin' is a primary example of a style of editing that uses the juxtaposition of images to create a new, abstract concept in the mind of the viewer. By arranging separate shots in a specific rhythmic and thematic way, the filmmaker creates an experience that is more powerful than the content of any single image. This technique is a foundational concept in the theory of montage, demonstrating the revolutionary potential of the medium to communicate complex ideas and evoke strong emotions through the purely cinematic process of visual storytelling.

220. (B) The convergence of media and rise of digital distribution platforms.

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and a logical flow of time and space. In contrast, techniques designed to alienate the viewer and draw attention to the artificiality of the film are typically associated with experimental and avant-garde cinema. This highlight the different goals of mainstream and alternative filmmaking traditions in how they engage with the audience and communicate their stories, showing the diverse ways in which the medium of film is used.

234. (A) Sign
A central theory in semiotics describes the basic unit of meaning as being composed of a physical form and the mental idea it represents. This relationship is the foundation for all systems of communication, whether they are verbal, visual, or symbolic. By understanding how these two parts interact within a specific cultural context, researchers can analyze how meaning is constructed and shared in everyday life and in art. This concept is essential for any serious study of language, media, and human communication in the modern world, providing a framework for deconstructing the messages we encounter.

235. (D) Indian New Wave of the 1970s
Landmark films from the seventies, such as Ankur and Manthan, are celebrated examples of a state-supported movement that brought a new level of social realism and artistic integrity to Indian cinema. These films moved away from traditional commercial formulas to explore serious social themes like rural exploitation and collective action. Their success helped establish a parallel art cinema movement that remains an essential part of the national heritage. Recognition of these films is important for understanding the rich and diverse history of socially committed filmmaking in India and its impact on the development of the national culture.

236. (B) Commercial prioritizes star value, non-commercial prioritizes realism.
A primary distinction between mainstream and art cinema in India lies in their different priorities and aesthetic goals. Commercial filmmaking typically emphasizes star power, spectacle, and well-established popular formulas to achieve wide box office success. In contrast, non-commercial or art cinema prioritizes social realism, artistic expression, and a more critical view of contemporary society. This diversity of approach has been essential for the development of a vibrant and intellectually engaging national cinematic culture, providing audiences with a wide range of different stories and experiences that reflect the complexities of life in a rapidly changing world today.

237. (C) Apparatus Theory
Some film theorists focus on the ideological effects of the material conditions of watching a movie, such as the darkened theater and the immobile spectator. They argue that this entire cinematic setup is not neutral but works to place the viewer in a specific psychological and ideological position. By analyzing the physical and institutional conditions of media consumption, these researchers aim to uncover the hidden ways in which technology shapes our perception of reality. This perspective is essential for a deeper understanding of the power dynamics involved in watching and the way media influences our understanding of society.

238. (D) Raja Harishchandra (Dadasaheb Phalke)
While major post-independence directors like Satyajit Ray, Guru Dutt, and Shyam Benegal created legendary classics, they were preceded by a pioneer who laid the entire foundation of the industry. The first indigenous full-length silent feature in nineteen thirteen was produced and directed by an artist who is now celebrated as the father of Indian cinema. This early achievement happened decades before national independence, making it a foundational part of the pre-independence era rather than a contribution from a post-independence director. This distinction is vital for a correct understanding of the historical timeline and the evolution of the national industry.

239. (A) Shooting on location and using available light.
A defining goal of the realist movement in post-war Italy was to capture the unvarnished truth of everyday life. Filmmakers chose to move away from studio sets and professional polish, instead shooting on actual locations using available light and natural settings. This approach emphasized a gritty and authentic aesthetic that broke with the stylized conventions of commercial cinema. By focusing on the social struggles of ordinary people in real environments, they created

the established norms of the time and opened up new possibilities for creative expression and artistic freedom in cinema worldwide for many generations of future filmmakers to come.

227. (B) (ii), (iii), (i), (iv)
The history of Indian cinema has progressed through distinct technological and industrial phases. The early period where major studios managed all production was followed by the introduction of sound in the early thirties. Later, in the mid-twentieth century, a significant movement focused on artistic and socially engaged filmmaking emerged as an alternative to the mainstream. Finally, the turn of the millennium has seen the rise of modern theaters catering to diverse urban audiences. Understanding this sequence is essential for seeing how the national industry has evolved and how different eras have contributed to the cultural landscape.

228. (B) (ii), (iii), and (iv) only
The history of international cinema is marked by artistic movements that emerged in specific historical and social contexts. Some followed the second world war with a commitment to documenting post-war reality, while others initiated art cinema waves with state support. Some movements were also known for their focus on the mundane lives of the working class and were identified by a unique nickname. Recognizing these different contributions and their specific priorities is essential for any comprehensive analysis of the various aesthetic and political shifts that have shaped the medium of cinema over the past century worldwide.

229. (C) Cinematography (color)
The technical and artistic choices made during the recording of images on film significantly impact the overall visual experience. When a filmmaker uses a specific color filter or tint for a scene, they are manipulating the light and color to create a specific mood or thematic meaning. This is a fundamental part of the photographic process, allowing for more creative expression and control over the audience's emotional response. This use of color is a vital tool in cinematic language, helping to build the visual atmosphere of the story and enhance the narrative impact for the viewer.

230. (B) Institutional structure and ideology
Analyzing the transition from a government-sponsored public service model to a more commercial and competitive environment in Indian television is a study of institutional and ideological change. This shift led to a massive increase in diverse programming and a new focus on consumer-oriented culture. This perspective investigates how the overall structure of the industry has changed and the resulting impact on how information and entertainment are produced and consumed. This comprehensive view is essential for understanding the role of television in a rapidly evolving national media landscape and its overall cultural influence in modern society.

231. (D) Auteur theory
This critical framework argues that a filmmaker's unique style and recurring thematic concerns reflect their personal vision across their entire body of work. It treats the director as the primary creative force or 'author' of the film, rather than just a technician. This theory changed how films are studied and analyzed, elevating the status of the filmmaker to that of an individual artist. It remains a powerful tool for deconstructing the meaning and the artistic integrity of a director's contribution to the history and development of cinema as a form of art and personal expression.

232. (A) Convention
In media studies, certain recognizable patterns and icons are established over time within specific types of stories. These elements, such as specific costume choices in a western, act as a shorthand that audiences have learned to understand and expect. These established rules help communicate meaning efficiently and build a familiar world for the viewer. By using these common practices, filmmakers can either fulfill or creatively challenge the audience's expectations, making these patterns an essential part of the overall language and tradition of any genre in film and television history across all media forms.

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233. (C) Audience alienation effects
The standard model for commercial filmmaking prioritizes clear storytelling and an invisible style of editing that keeps the audience immersed in the narrative. It focuses on motivated characters

their heightened and often fantastical domestic conflicts.

193. (B) Auteur theory
This critical framework focuses on the idea that the director is the primary creative force or author behind a film. It looks for recurring thematic concerns and stylistic choices throughout a filmmaker's entire body of work, treating them as an individual artist with a unique vision. This theory changed the way films are analyzed and studied, moving away from seeing them as purely collective or industrial products. It remains a powerful tool for deconstructing the personal meaning and the artistic integrity of a director's work in international and national cinema.

194. (A) Aesthetic flavour or emotion
In the context of classical Indian aesthetics, a specific term is used to describe the refined emotional essence or flavor that is evoked in the audience during a performance. It represents the successful communication of deep human feelings through art, leading to a state of profound emotional and spiritual satisfaction for the viewer. This concept is the core of the traditional theory of art, providing a comprehensive framework for understanding how beauty and emotion are created and experienced in everything from theater and dance to modern cinema today.

195. (C) Satyajit Ray - German Expressionism
While Satyajit Ray is a legendary figure in Indian cinema, his work is primarily associated with lyrical realism and humanism rather than the highly stylized and distorted visuals of the expressionist movement. Other masters of world cinema are foundational figures in different traditions, such as realism in post-war Italy or innovative styles in France. Recognizing these individual contributions and their specific national and aesthetic contexts is essential for understanding the diverse history and the various movements that have shaped the global development of film language and artistic storytelling.

196. (D) Cross-cutting or Parallel editing
A specific cinematic technique involves alternating between two or more different scenes that are happening at the same time in different locations. This is used to build suspense, show a relationship between different events, or create a more complex and dynamic narrative. By joining these separate sequences together, the editor can control the audience's understanding of the story and enhance the overall impact of the action. This technique is a vital part of the filmmaker's toolkit for manipulating time and space in cinema to tell a compelling story.

197. (C) A government-supported art cinema movement emphasizing social realism.
The Indian New Wave was a government-supported artistic movement that emerged in the late sixties to provide a realistic and socially engaged alternative to mainstream commercial entertainment. These filmmakers prioritized serious social and political themes and experimented with new cinematic forms, moving away from traditional popular formulas like large star casts and song sequences. Their work established a parallel stream of cinema that prioritized artistic integrity and social critique, making it a significant part of the national heritage and a major influence on future generations of serious filmmakers.

198. (B) Index
In semiotic theory, some signs are defined by a direct, physical or causal connection to their object. A classic example is smoke indicating the presence of fire. Because the smoke is a physical effect caused by the fire, it acts as a direct sign of its existence. This relationship is different from a purely arbitrary symbol or a representative icon. Understanding these different types of signs is essential for analyzing how we interpret information and communicate meaning in both art and everyday life across all forms of communication.

199. (D) The impact of globalization and digital media on production.
The history of cinema in the new millennium is defined by the significant impact of globalization and the rise of digital technologies. These factors have changed every part of the filmmaking process, from production and editing to distribution and consumption. The emergence of new online platforms and the convergence of different media have created new opportunities for diverse voices and international collaborations. This current era is marked by its flexibility and its role in building

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a powerful form of cinema that influenced filmmakers everywhere to seek a more direct form of storytelling that prioritized authentic human experience over artificial spectacle.

240. (B) The commercial Hindi-language industry based in Mumbai.
The popular name for a specific part of the Indian film industry refers to the commercial Hindi-language productions centered in the country's financial capital. While India has many vibrant regional cinemas in various other languages, this industry produces the most widely distributed films and has a massive global audience. It is known for its distinctive style that blends music, dance, and melodrama into a unique form of popular entertainment. Understanding this specific identity is important for distinguishing it from the broader and more diverse national cinematic landscape, which includes both mainstream and art cinema traditions in many languages.

241. (B) Sthayi Bhava
Traditional Indian aesthetic theory identifies a specific internal mood or emotion that is permanently present in a character and can be awakened in the audience during a performance. This stable emotion is what eventually leads to the refined aesthetic flavor or essence that is the core goal of the artistic experience. By successfully evoking this permanent mood, an artist can transport the viewer to a state of profound emotional and spiritual satisfaction. This concept is a fundamental part of the structured process described in the foundational theories of art, providing a comprehensive framework for understanding how beauty and emotion are experienced.

242. (A) Digital camera production released on streaming and in multiplexes.
Modern filmmaking in the twenty-first century is characterized by the massive impact of digital technologies on production and distribution. A contemporary film might be recorded with digital cameras and then shared with audiences through both modern multiplexes and online streaming platforms. This flexibility has opened up new opportunities for diverse voices and international collaborations, marking a significant shift from traditional industrial models toward a more connected and globalized media landscape. This period of media convergence continues to define the evolution of the medium and the overall audience experience in a rapidly changing world where technology and art interact.

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243. (C) Genre Theory
This approach to film analysis examines how movies are categorized based on shared conventions and themes, and how these categories evolve over time. It suggests that audiences have specific expectations when they watch a certain type of film, and it investigates how filmmakers both use and adapt these established patterns. By understanding the history and the rules of different genres, scholars can see how cinematic language and audience tastes have changed, providing a powerful way to analyze the relationship between tradition and innovation in popular storytelling across all forms of media and television in a diverse globalized culture.

244. (D) Leitmotif
In music and sound design for film, a recurring theme or melody associated with a specific character, idea, or situation is used to build a deeper emotional connection with the audience. By playing a particular piece of music when a character appears or when a specific mood is required, the filmmaker can reinforce narrative and thematic associations without using words. This technique is a powerful tool for storytelling, helping to create a more immersive and resonant experience for the viewer as they follow the emotional journey of the characters and the plot through the visual and auditory world of the cinema.

245. (C) An art-film movement engaging with social and political realities.
The Indian New Wave was a significant artistic movement that emerged to provide a realistic and socially engaged alternative to mainstream commercial entertainment. These filmmakers prioritized serious social and political themes and experimented with new cinematic forms to provide a critique of society. Their work established a parallel stream of cinema that remains an essential part of the national heritage. This commitment to artistic integrity and social justice made the movement a powerful and influential voice for reform and innovation in the

history of national cinema, influencing future generations of directors to explore authentic human experiences in their work.

246. (B) Laura Mulvey
A key concept in feminist film theory was introduced by an influential scholar who used psychoanalysis to critique how traditional cinema is often constructed from a masculine perspective. She argued that the camera and narrative perspectives are often aligned with a masculine viewpoint, presenting female characters as objects of visual pleasure. This perspective highlighted the ideological power of media in reinforcing gender hierarchies. By deconstructing these visual and narrative structures, her work encouraged a more diverse and critical way of seeing and telling stories in the medium of cinema, leading to new forms of representation in film history.

247. (D) Editing (continuity)
The most common style of editing in commercial cinema uses various techniques to create a smooth and logical flow of action that remains invisible to the viewer. This includes matching actions between shots and following specific rules of space and time to ensure that transitions seem natural and clear. By maintaining this seamless sense of reality, the editor keeps the audience focused on the story and the characters rather than the technical process of the film. This approach is the foundation of the dominant paradigm used in mainstream filmmaking worldwide to create a believable and immersive narrative experience for all audiences.

248. (A) Dealt with the mundane domestic realities of working-class life.
A specific cinematic style in Britain during the late fifties and early sixties focused on the mundane domestic lives of the working class, earning it a unique nickname. These films were known for their honest and often gritty depiction of everyday reality, moving away from upper-class stories and traditional commercial formulas. By using a naturalistic aesthetic and shooting in actual industrial towns, filmmakers provided a powerful critique of contemporary society and social struggle. This commitment to social realism made the movement a significant landmark in national cinema history, bringing a raw and honest view of life to the screen for viewers.

249. (C) Icon
In semiotic theory, a sign that communicates meaning through a physical resemblance to the object it represents is classified as a specific type of signifier. This includes images like portraits, maps, or any other visual representation that looks like the thing it stands for. Because the meaning is derived from this shared visual likeness rather than a purely arbitrary convention or a direct causal link, it is known as an iconic representation. This concept is essential for analyzing how different kinds of signs communicate information and meaning in everyday life and in all forms of visual communication across many different media platforms.

250. (A) Alam Ara (1931)
The introduction of sound to the Indian film industry was a major milestone that fundamentally changed how stories were told and experienced by the audience. This transition happened in nineteen thirty-one with the release of the first indigenous talkie, which featured synchronized dialogue and music. While silent films had already been established, this new technology led to the characteristic blending of music and drama that would become a hallmark of national cinema. This landmark film opened the door for the modern era of the industry and its unique cultural identity, establishing the specific conventions that define mainstream filmmaking to this day.

251. (B) To offer systematic methods for analyzing moving images as cultural constructs.
Theoretical frameworks provide critical architecture for understanding moving images as complex cultural and ideological constructs. These theories offer systematic methods to analyze how films and programs create meaning and influence audiences. By moving beyond subjective appreciation, scholars can interpret how audio-visual media reflect or shape social values and perceptions of reality.

252. (A) Formalist and contextual approaches.
The academic study of film encompasses a broad range of analytical perspectives.

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Formalist approaches concentrate on the specific technical elements unique to the medium, such as cinematography and editing. Conversely, contextual approaches examine the broader historical, economic, and political circumstances of production and reception, providing a multifaceted understanding of the cinematic experience.

253. (C) Its characteristics of flow, seriality, and domestic context.
Unlike other visual media, television possesses distinct structural qualities that necessitate specific theoretical considerations. It is uniquely defined by its continuous flow of content, its inherently serialised narrative structures, and the domestic setting in which it is typically consumed. These factors significantly impact how television programs are produced, scheduled, and received by diverse audiences.

254. (D) To move beyond subjective appreciation to a more rigorous interpretation.
Engaging with theoretical lenses allows scholars and critics to transcend simple personal liking or subjective reactions. This approach facilitates a more disciplined and nuanced interpretation of media texts. It enables a deeper comprehension of how film and television structure our perceptions of identity and narrative, establishing a more rigorous academic foundation for visual communication.

255. (C) structure our perception of reality, narrative, and identity.
Audio-visual media are considered powerful because they function as complex constructs that do more than just entertain. They fundamentally influence how individuals and societies perceive their reality and understand their own identities. Through narrative and representation, these media forms shape the ideological frameworks through which people interpret the world and their roles within it.

256. (B) Exploring how cinema shapes, reflects, and contests notions of identity.
The critical field of film and identity examines the complex ways narratives interact with notions of being and belonging. It investigates how movies construct national identity while also providing a space where regional and religious identities can be expressed. This analysis reveals how cinema serves as a cultural site for the continuous articulation and negotiation of selfhood.

257. (D) They can either align with or challenge the dominant national narratives.
Cinematic representations of linguistic, religious, and regional identities frequently complicate the idea of a singular national identity. These diverse portrayals can reinforce the dominant national narrative or provide significant challenges to it. This dynamic interaction shows how films navigate the tensions between unified national ideals and the multifaceted realities of diverse social and cultural groups.

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258. (A) shaping societal norms and individual self-perception.
The depiction of characters, such as heroic male protagonists or idealised female figures, carries profound weight in media representation. These portrayals are not mere entertainment but active forces that shape broader societal norms. Consequently, they influence individual self-perception by providing models of behavior and identity that audiences may adopt, negotiate with, or actively resist.

259. (C) Political party affiliation.
Identity studies in the context of Indian cinema cover several essential dimensions. These include national and regional belonging, religious and linguistic affiliations, and social hierarchies such as caste, class, and gender. Furthermore, the experiences of diasporic communities are examined. However, the specific affiliation with political parties is not identified as a primary facet of identity in this discussion.

260. (A) A domain where identities are actively articulated and negotiated.
Describing cinema as a cultural site implies that it is an active space for social and cultural interaction. It is not merely a static archive or a commercial venue, but a realm where various identities are constantly defined and redefined. Through themes and characterizations, films provide a platform where cultural values and social hierarchies are contested and articulated.

261. (D) Mythological stories and social reform.

approaches. It offers a way to interpret the aesthetic dimensions of Indian film that is rooted in its own artistic traditions.

296. (D) The creation of meaning through the collision of shots in editing.
Soviet Montage cinema, which emerged in the 1920s, introduced a revolutionary approach to filmmaking. Its core principle is that the essence of cinema is found in the collision of individual shots through editing. This 'montage' technique is used to create new, often intellectual meanings that are not present in any single shot alone, emphasizing the power of rhythmic construction.

297. (A) The mise-en-scène, including distorted sets and lighting.
German Expressionism is known for its highly stylized visual approach to storytelling. Filmmakers of this movement used the mise-en-scène—specifically distorted sets, dramatic lighting, and exaggerated acting—to convey the internal psychological states of their characters. This focus on subjective, often disturbed emotions created a unique cinematic language that prioritized mood and inner experience over objective, realistic representation.

298. (B) Shooting on location and using non-professional actors.
Italian Neo-Realism developed as a reaction against polished studio productions after World War II. It is characterized by an emphasis on social-realist themes and the everyday lives of ordinary people. To capture a raw and authentic reality, directors often shot on location in actual city streets and employed non-professional actors, creating a documentary-like feel that prioritized social truth.

299. (B) 'auteur' or author.
The French New Wave movement significantly changed the perception of the film director. It championed the 'auteur' theory, which views the director as the primary creative author of a film, similar to the writer of a novel. This perspective encouraged directors to use the medium as a means of personal expression, breaking traditional narrative rules and experimenting with innovative techniques.

300. (A) They represent moments of innovation that challenged dominant film conventions.
National cinema movements like Soviet Montage, German Expressionism, Italian Neo-Realism, and the French New Wave share a common historical significance. Each movement emerged as a critical moment of aesthetic and ideological innovation. By developing new cinematic languages and techniques, they challenged the dominant conventions of their time, profoundly influencing the global evolution of film as an art form.

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innovation within the mainstream format and provides independent filmmakers with wider visibility, resulting in a more integrated and dynamic overall cinematic landscape.

270. (D) narratives engaging with diasporic experiences and transnational issues.
A globalized outlook in modern cinema involves more than just international distribution. It is characterized by narratives that actively engage with the experiences of diasporic communities and address transnational concerns. This perspective reflects the interconnected nature of the modern world and allows Indian films to resonate with global audiences while exploring the complexities of contemporary Indian identity.

271. (C) A continuous 'flow' and domestic viewing context.
Television is distinguished from cinema by several unique structural and cultural characteristics. It is primarily defined by a continuous flow of programming rather than isolated, self-contained units. Additionally, the domestic context of viewing significantly influences how content is structured and consumed. These medium-specific features are essential for understanding the unique ways television communicates and interacts with audiences.

272. (B) Investigating how viewers actively interpret and use television content.
The audience studies approach rejects the idea that viewers are merely passive recipients of information. Instead, it focuses on how individuals from various social and cultural backgrounds actively interpret and use television content in their daily lives. This method explores the diverse meanings audiences create and how media consumption integrates into their broader social and cultural experiences.

273. (D) The evolution from a state-controlled monopoly to a commercialized industry.
Applying a historical-political analysis involves examining the systemic changes in the media landscape. This approach traces the transition of broadcasting from a state-controlled monopoly to a competitive, multi-channel commercial industry. Analyzing this shift reveals how changes in ownership and regulation impact programming choices, national discourse, and the overall role of television as a powerful cultural force.

274. (A) Textual analysis.
Textual analysis involves a detailed examination of specific media programs to deconstruct their internal workings. By looking closely at daily soaps or news broadcasts, researchers can identify the ideological messages, character stereotypes, and narrative conventions embedded within the content. This analytical framework focuses on the text itself to understand how meaning is constructed and communicated to the viewer.

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275. (C) powerful cultural force that shapes public opinion and social norms.
Various analytical approaches collectively demonstrate that television is far more than simple entertainment. It functions as a powerful cultural force that actively shapes public opinion and reinforces or challenges social norms. Through its narratives and broadcasts, the medium serves as a significant site for both ideological contestation and the dissemination of values within contemporary society.

276. (A) That visual aids can convey ideas with immediacy and emotional impact.
Visual communication is based on the principle that images can effectively convey information and complex ideas across language barriers. These visual messages often achieve a greater sense of immediacy and emotional resonance compared to written text alone. This capacity makes visual media, such as photography and film, essential tools for communication in a world saturated with visual information.

277. (D) understanding how visual elements work together to produce meaning.
The discipline of visual analysis goes beyond a simple description of what an image contains. It focuses on how various elements, such as composition and lighting, interact to create a cohesive message. By understanding these relationships, one can interpret how visual texts evoke specific emotions, guide the viewer's perception, and communicate underlying cultural assumptions or persuasive strategies.

278. (B) make a subject appear powerful.

Specific cinematic techniques are used to influence the audience's perception of a character or subject. For example, a low-angle shot, which positions the camera below the subject looking upward, is a common visual strategy to make that subject appear more powerful, dominant, or heroic. This demonstrates how framing and camera placement contribute to the overall narrative meaning.

279. (C) The dialogue spoken by the characters.
Visual analysis concentrates specifically on the non-verbal and visual components of a media text. This includes elements like composition, framing, color, lighting, and mise-en-scène. While dialogue is a crucial part of film and television, it is considered a linguistic or auditory element rather than a visual one, and therefore falls outside the primary scope of visual analysis.

280. (D) To become a critical consumer of media.
Developing skills in visual analysis is a fundamental component of media literacy. It allows individuals to move from being passive recipients to becoming critical consumers of the vast amount of visual information they encounter. By understanding how visual messages are constructed, individuals can better recognize persuasive strategies and underlying ideologies, enabling a more informed engagement with media.

281. (A) Cinematography and editing.
Film language consists of the fundamental tools and techniques that directors use to build narratives and create meaning. These basic elements include cinematography, which involves camera angles and movements, and editing, which relates to the pacing and joining of shots. Sound design also plays a critical role. Together, these components form the grammar that filmmakers use to communicate.

282. (B) Classical Hollywood style.
The dominant film paradigm is a globally influential model of filmmaking most closely associated with the classical Hollywood style. This approach prioritizes narrative clarity and emotional engagement. It relies on specific conventions to create a seamless experience for the viewer, ensuring that the story remains the primary focus while the technical processes of filmmaking remain largely unnoticed by the audience.

283. (B) a strong, character-driven narrative with clear cause and effect.
A central feature of the dominant film paradigm is its reliance on a clear and logical narrative structure. This model emphasizes character-driven stories where events follow a distinct chain of cause and effect. By the end of the narrative, conflicts are typically resolved, providing the audience with a sense of closure and a straightforward understanding of the plot.

284. (A) To create a seamless and immersive reality for the spectator.
The 'invisible' editing style is a hallmark of classical narrative cinema. Its primary objective is to join shots in a way that does not draw attention to the construction of the film. By making the transitions smooth and logical, this technique helps to create a seamless and immersive reality, allowing the spectator to focus entirely on the story.

285. (C) By challenging it with experimental and non-linear narratives.
Many national cinema movements have emerged as alternatives to the dominant Hollywood paradigm. These oppositional practices often experiment with non-linear narratives and self-reflexive techniques that draw attention to the filmmaking process. By focusing on mood or abstract ideas rather than a straightforward plot, these movements challenge traditional conventions and expand the artistic possibilities of the cinematic medium.

286. (D) A star-driven, formulaic approach aimed at mass appeal.
Mainstream commercial cinema is often defined by its emphasis on wide audience reach and financial viability. This genre typically relies on well-known stars to attract viewers and follows established formulas that blend melodrama, action, and comedy. These high-production-value films are designed to provide accessible entertainment that resonates with a broad demographic across various cultural and social backgrounds.

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287. (C) As an integral narrative device for expressing emotion and advancing plot.
In the commercial tradition of Indian cinema, the film song is much more than an incidental musical break. It serves as an essential narrative tool that can express a character's complex inner emotions or advance the story in ways dialogue cannot. These sequences are integrated into the film to establish specific moods and enhance the overall emotional impact.

288. (B) To prioritize realistic portrayals of social issues and artistic expression.
Parallel or art cinema emerged as a conscious alternative to mainstream commercial productions. Its primary objective is to prioritize artistic expression and the realistic portrayal of social issues over the demands of the box office. This stream of cinema often focuses on character psychology and employs a naturalistic style to explore the complexities of human experience and societal challenges.

289. (D) The rise of a 'middle cinema' that bridges the artistic-commercial gap.
The interaction between commercial and non-commercial filmmaking has led to the development of 'middle cinema.' This hybrid stream attempts to bridge the gap between purely artistic concerns and the requirements of commercial success. By combining realistic storytelling with broader appeal, middle cinema demonstrates how different cinematic traditions can influence each other to create compelling and commercially viable art.

290. (A) eschew the spectacle of song and dance for a naturalistic style.
A defining difference between commercial and non-commercial cinema lies in their stylistic choices. While commercial films often feature elaborate song-and-dance spectacles, non-commercial films typically avoid these sequences. Instead, they favor a more subtle and naturalistic approach to storytelling. This stylistic preference emphasizes realism and character depth over the grand, formulaic entertainment typical of mainstream Bollywood productions.

291. (C) To evoke a specific aesthetic flavor or emotion in the spectator.
According to the theory of Rasa, the fundamental purpose of any artistic work is the creation of a specific aesthetic emotion or 'flavor.' This theory suggests that art should aim to evoke a profound emotional response in a prepared and discerning viewer. By successfully manipulating various artistic elements, the creator facilitates a shared emotional experience that transcends mere information or entertainment.

292. (A) The discerning spectator who experiences the aesthetic emotion.
In classical Indian aesthetics, the 'rasika' plays a crucial role in the artistic process. This term refers to the discerning and sensitive spectator who possesses the necessary cultivated taste to fully appreciate and experience the intended Rasa of a work. The relationship between the artwork and the rasika is essential for the successful communication of aesthetic and emotional meaning.

293. (D) The implied, suggested, or resonant meaning.
The theory of Dhvani focuses on the power of suggestion within an artistic work. It posits that the most profound meaning of an artwork is not found in its literal or direct communication, but in what is implied or evoked. This resonance allows for deeper, layered interpretations that go beyond surface-level descriptions, making the art more nuanced and emotionally powerful.

294. (B) Through symbolism, subtext, and suggestive visual compositions.
In the context of cinema, Dhvani can be achieved through various subtle techniques. Filmmakers create suggested meaning by using symbolism, embedding subtext within dialogue, or arranging suggestive visual compositions. These methods allow a film to communicate complex ideas and emotions without stating them explicitly, encouraging the audience to engage more deeply with the underlying themes and textures.

295. (C) It offers a culturally specific, indigenous alternative to Western models.
Utilizing the Rasa-Dhvani framework provides a culturally specific lens for analyzing Indian cinema. This indigenous theoretical model allows for a deeper appreciation of the subtle emotional textures and layered meanings that might be overlooked by purely Western-centric

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During the pre-Independence period, pioneering filmmakers established the foundational language of the medium while operating under colonial constraints. Their narratives frequently drew from traditional mythological stories to engage the public. Additionally, they often addressed urgent social reform themes, using the power of the moving image to reflect and influence the changing social consciousness of the Indian people.

262. (B) Modernity, urbanization, and post-colonial disillusionments.
Filmmakers emerging after 1947 were deeply influenced by the goals of nation-building in a newly independent state. This era prompted an exploration of the complexities of modernity and the rapid process of urbanization. Directors also began to address the various disillusionments that arose within the post-colonial state, reflecting the evolving social and political landscape through their work.

263. (C) A clearer distinction between mainstream and parallel cinema.
The rise of post-Independence auteurs shifted the focus of filmmaking toward social commentary and artistic expression. This development led to a more pronounced separation between commercial productions and art-house films. This distinction between mainstream and parallel cinema allowed for a diverse range of storytelling styles, ranging from mass-appeal entertainment to experimental and realistic portrayals of society.

264. (D) They influenced cinematic movements and mentored new talent.
Leading directors contribute more than just individual films to the industry. Their artistic vision often sparks broader cinematic movements that define an era. Furthermore, they play a vital role in mentoring new talent, ensuring the continuity of technical and aesthetic traditions. This mentorship and influence help establish the ideological and aesthetic contours for future generations of filmmakers.

265. (A) It is essential for understanding the historical evolution of Indian cinema.
Analyzing the contributions of key directorial figures is fundamental to grasping the history of film. These individuals define the thematic preoccupations and aesthetic styles of different historical periods. Studying their work provides essential insights into how the identity of the medium has evolved over time, reflecting broader changes in national consciousness and the development of cinematic language.

266. (B) The proliferation of digital filmmaking technology.
The twenty-first century has seen a transformative shift in film production due to technological advancements. Specifically, the widespread availability of digital filmmaking tools has democratized the entire process. This accessibility allows a wider range of creators to produce content outside traditional studio systems, fostering innovation and enabling more diverse voices to participate in the contemporary cinematic landscape.

267. (B) Through the rise of multiplexes and streaming platforms.
Distribution and consumption patterns have undergone a significant evolution in the new millennium. The growth of multiplexes changed how audiences experience films in theaters. More recently, the emergence of digital streaming platforms has further altered viewing habits, allowing for immediate access to content. These changes have reshaped the economic and social structures of the modern film industry.

268. (A) exploration of complex subjects like mental health and political dissent.
Contemporary Indian cinema has moved beyond traditional formulas to address a broader and more nuanced range of subjects. Filmmakers now explore complex societal and individual issues, including mental health, LGBTQ+ identities, and political dissent. This thematic expansion reflects a more sophisticated approach to storytelling that seeks to engage with the realities and challenges of modern life.

269. (C) The boundaries have become increasingly blurred.
In the new millennium, the traditional separation between commercial and independent filmmaking has become less distinct. Many contemporary films successfully integrate high artistic merit with significant commercial appeal. This blurring of boundaries allows for greater

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CHAPTER 10
Communication Research

1. In the context of communication research, what is a 'construct'?
(A) A tangible physical object utilized for data collection during a laboratory experiment.
(B) An abstract concept specifically created and defined for scientific measurement.
(C) A comprehensive written report documenting experimental observations and research findings.
(D) The systematic statistical analysis performed on numerical data gathered in a study.

2. Given below are two statements:
Statement I: A hypothesis is a definitive and proven fact about the relationship between variables.
Statement II: A variable is any characteristic or attribute that can take on different values.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

3. Which of the following best describes 'basic research' in communication?
(A) Research specifically undertaken to solve an immediate and practical problem.
(B) Research designed to facilitate the creation and testing of commercial products.
(C) Research conducted to expand existing knowledge and verify theoretical frameworks.
(D) Research focused on providing a detailed analysis of a single individual or group.

4. An 'exit poll' is a specific method primarily used in which area of media research?
(A) Cinema audience reception studies.
(B) Public Relations campaign effectiveness measurement.
(C) Advertising pre-testing.
(D) Journalism research to gauge voter behavior immediately after voting.

5. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The use of statistical tests is crucial in the data analysis stage of quantitative communication research.
Reason (R): Statistical tests allow researchers to make inferences about a population based on data from a sample and to determine the significance of their findings.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

6. The ethical principle of ensuring that research participants are not identifiable in the final report is known as:
(A) Informed consent
(B) Confidentiality
(C) Beneficence
(D) Justice

7. Which of the following is NOT a characteristic of a classical experimental design?
(A) Direct manipulation of an independent variable by the investigator.
(B) The utilization of a control group for comparison with experimental subjects.

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variable.
(D) The use of non-probability sampling.

25. The final step in the communication research process, before dissemination, is typically:
(A) Data collection
(B) Hypothesis formulation
(C) Interpretation of data and report writing
(D) Sample selection

26. Match List I with List II:
List I: (Research Tool)
P. Interview
Q. Diary
R. Questionnaire
S. Checklist
List II: (Description)
1. A list of items or behaviors to be checked off during observation.
2. A self-report instrument for recording experiences over time.
3. A method of collecting data through direct verbal interaction.
4. A set of printed or written questions with a choice of answers for self-administration.
Choose the correct answer from the options given below:
(A) P-4, Q-1, R-2, S-3
(B) P-3, Q-2, R-4, S-1
(C) P-3, Q-4, R-1, S-2
(D) P-1, Q-2, R-3, S-4

27. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): In-depth research on children's media requires special ethical considerations.
Reason (R): Children are considered a vulnerable population, and obtaining informed consent from both the child and their guardians is a critical ethical mandate.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

28. In survey research, a question like "Do you believe the new government policy is both effective and fair?" is problematic because it is:
(A) A leading question
(B) A double-barreled question
(C) A hypothetical question
(D) An open-ended question

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29. Which of the following is an example of an independent variable in a communication experiment?
(A) The level of aggression displayed by children after watching a program.
(B) The participants' attitude towards the media.
(C) The type of media content (violent vs. non-violent) shown to participants.
(D) The number of hours participants watch television daily.

30. 'Ethnography' as a research method involves:
(A) Conducting large-scale surveys to generalize findings across a population.
(B) Analyzing historical documents to understand the nature of past cultures.
(C) Setting up a controlled experiment to test a specific research hypothesis.
(D) Researcher immersion in a social setting for deep cultural understanding.

31. Consider the following statements regarding research in advertising:
(a) It can be used to test the effectiveness of a campaign.
(b) It often involves analyzing consumer behavior.
(c) Copy testing is a form of advertising research.
(d) It is exclusively qualitative in nature.
Which of the above statements are correct?
(A) (a), (b), and (c) only
(B) (a) and (d) only
(C) (b), (c), and (d) only
(D) All of the above

32. The measure of variance that analyzes the difference between the means of two groups is known as:
(A) Chi-square test
(B) t-test
(C) Correlation

15. In research for television, analyzing 'GEC' refers to studying:
(A) General Entertainment Content
(B) General Election Coverage
(C) Global Entertainment Channels
(D) Government Enabled Communication

16. Which of the following is an example of a non-parametric statistical test?
(A) t-test
(B) Chi-square test
(C) ANOVA
(D) Pearson correlation coefficient

17. A case study is a research method characterized by:
(A) The systematic manipulation of variables to determine causal relationships.
(B) An in-depth, multifaceted investigation of a single social phenomenon.
(C) The collection of empirical data from a large and representative sample.
(D) A primary focus on past events and their subsequent impact on the present.

18. Arrange the following levels of measurement in ascending order of complexity and information provided:
(a) Ratio
(b) Ordinal
(c) Interval
(d) Nominal
Choose the correct order from the options given below:
(A) (d), (b), (c), (a)
(B) (a), (c), (b), (d)
(C) (d), (c), (b), (a)
(D) (b), (d), (a), (c)

19. Given below are two statements:
Statement I: 'Reliability' in measurement refers to the extent to which a measure consistently yields the same results.
Statement II: 'Validity' refers to the extent to which a measure accurately reflects the concept it is intended to measure.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

20. A researcher wants to understand the lived experiences of journalists covering conflict zones. Which data collection method would be most appropriate?
(A) A structured survey with closed-ended questions.
(B) An experiment with a control group.
(C) An analysis of box office data.
(D) In-depth interviews and ethnography.

21. Which of the following are considered probability sampling techniques?
(a) Simple Random Sampling
(b) Quota Sampling
(c) Stratified Sampling
(d) Convenience Sampling
(e) Systematic Sampling
Which of the above statement(s) is/are correct?
(A) (a), (b), and (c) only
(B) (b), (d), and (e) only
(C) (a), (c), and (e) only
(D) (c), (d), and (e) only

22. 'Univariate analysis' in communication research involves the analysis of:
(A) Two variables simultaneously
(B) A single variable
(C) Three or more variables simultaneously
(D) The relationship between a cause and an effect

23. Which of the following is an example of an obtrusive data collection technique?
(A) Content analysis of newspaper archives.
(B) Observing crowd behavior from a distance.
(C) Analyzing website access logs.
(D) A face-to-face interview.

24. What distinguishes a quasi-experimental design from a true experimental design?
(A) The lack of random assignment of subjects to groups.
(B) The absence of a control group.
(C) The lack of manipulation of the independent

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(C) The random assignment of study subjects into different experimental groups.
(D) Prolonged in-depth observation conducted within a natural social setting.

8. Match List I with List II:
List I: (Research Type)
P. Descriptive
Q. Analytical
R. Applied
S. Experimental
List II: (Primary Goal)
1. To explore cause-and-effect relationships.
2. To document and describe characteristics of a population.
3. To test hypotheses and specify relationships by examining existing data.
4. To find solutions for immediate, practical problems.
Choose the correct answer from the options given below:
(A) P-2, Q-3, R-4, S-1
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-1, R-2, S-3
(D) P-2, Q-4, R-1, S-3

9. What is the primary function of a research design?
(A) To summarize the final conclusions and implications of the study.
(B) To select the appropriate statistical software for processing research data.
(C) To provide a structured framework for data collection and analysis.
(D) To ensure the successful publication of final research findings.

10. A researcher studying the history of press censorship in India during the Emergency (1975-77) would most likely use which research method?
(A) Historical research
(B) Experimental design
(C) Survey research
(D) Case study

11. Consider the following statements about 'plagiarism':
(a) Using another person's ideas without giving credit.
(b) Citing a source incorrectly by mistake.
(c) Presenting someone else's work as your own.
(d) Paraphrasing another's work completely and citing it.
Which of the above statement(s) is/are correct?
(A) (a) and (b) only
(B) (a) and (c) only
(C) (b), (c) and (d) only
(D) (a), (c) and (d) only

12. A study that measures the impact of a social media campaign on brand awareness at a single point in time is an example of:
(A) A longitudinal study
(B) A cross-sectional study
(C) A historical study
(D) A case study

13. What is the key difference between a 'schedule' and a 'questionnaire' in data collection?
(A) A schedule is used in qualitative research, while a questionnaire is used in quantitative research.
(B) A questionnaire has open-ended questions, while a schedule has closed-ended questions.
(C) A schedule is filled by the enumerator/ researcher, while a questionnaire is filled by the respondent.
(D) A questionnaire is used for surveys, while a schedule is used for experiments.

14. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Non-probability sampling methods do not provide every individual in the population with an equal chance of being selected.
Reason (R): These methods rely on the subjective judgment of the researcher rather than a randomized selection process.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

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(D) Regression

33. A research report abstract should ideally contain:
(A) A detailed literature review.
(B) A concise summary of the purpose, methods, key findings, and conclusions.
(C) The raw data collected during the study.
(D) An exhaustive list of references.

34. A study examining the representation of women in Indian cinema over the last five decades is an example of what type of research?
(A) A longitudinal content analysis
(B) A pure experimental study
(C) An opinion poll
(D) A quasi-experimental study

35. Which of the following is a primary reason for conducting a pilot study before a large-scale survey?
(A) To publish preliminary findings quickly.
(B) To select the final sample for the main study.
(C) To test the clarity and effectiveness of the questionnaire.
(D) To complete the data analysis phase.

36. Arrange the following components of a typical research report in the correct order:
(a) Introduction
(b) Abstract
(c) Methodology
(d) Findings
(e) Conclusion
Choose the correct sequence from the options given below:
(A) (b), (a), (c), (d), (e)
(B) (a), (b), (c), (d), (e)
(C) (a), (c), (b), (d), (e)
(D) (b), (a), (d), (c), (e)

37. Given below are two statements:
Statement I: 'Computer-mediated research' refers exclusively to conducting surveys online.
Statement II: It encompasses a broad range of research activities that use computers for data collection, analysis, and simulation.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

38. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): A null hypothesis (H0) proposes that there is no statistical significance in a set of given observations.
Reason (R): Researchers aim to reject the null hypothesis to provide evidence in favor of their research hypothesis (H1).
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

39. The concept of 'construct validity' refers to:
(A) The degree to which a test appears effective in terms of its stated aims.
(B) The consistency of results across items within a test.
(C) The ability of a measure to predict future outcomes.
(D) The degree to which a measure relates to other variables as expected within a theoretical framework.

40. An 'opinion poll' differs from an 'exit poll' in that it:
(A) Is conducted before an election to gauge public opinion.
(B) Is conducted after voters have voted.
(C) Is used only for television content.
(D) Is a form of qualitative research.

41. Which of the following are potential applications of communication research in the field of animation and graphics?
(a) Assessing the visual appeal of character designs.

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111. Which of the following are key approaches to communication research?
(a) Positivist approach
(b) Interpretive approach
(c) Critical approach
(d) Fictional approach
Which of the above statement(s) is/are correct?
(A) (a) and (b) only
(B) (a), (b), and (c) only
(C) (c) and (d) only
(D) All of the above

112. The level of measurement that classifies data into distinct categories without any ranking or order is called:
(A) Ordinal
(B) Nominal
(C) Interval
(D) Ratio

113. A study that is conducted to solve a specific, immediate problem faced by a media organization is an example of:
(A) Basic research
(B) Applied research
(C) Historical research
(D) Conceptual research

114. The use of a 'diary' as a data collection tool is beneficial for:
(A) Capturing participants' thoughts, feelings, and actions in real-time.
(B) Observing participants without their knowledge.
(C) Generalizing findings to a large population.
(D) Testing a cause-and-effect relationship in a controlled setting.

115. A 'pilot test' is conducted to:
(A) Finalize the research findings.
(B) Select the population for the study.
(C) Refine the research instrument (e.g., questionnaire).
(D) Publish the preliminary results.

116. Match List I with List II:
List I: (Research Area)
P. Public Relations
Q. Cinema Studies
R. Journalism
S. Social Media
List II: (Example Research Question)
1. How do different camera angles influence audience perception of a character?
2. How did newspaper coverage of the freedom struggle evolve in pre-independence India?
3. How does crisis communication on social media affect a company's reputation?
4. What are the patterns of misinformation spread on WhatsApp during an election?
Choose the correct answer from the options given below:
(A) P-3, Q-1, R-2, S-4
(B) P-1, Q-2, R-4, S-3
(C) P-3, Q-2, R-1, S-4
(D) P-2, Q-4, R-3, S-1

117. 'Univariate' analysis refers to the analysis of:
(A) Two variables simultaneously
(B) Three or more variables simultaneously
(C) One variable at a time
(D) Data that has not been verified

118. Which ethical principle requires that the benefits of research outweigh the risks to participants?
(A) Justice
(B) Beneficence
(C) Anonymity
(D) Informed Consent

119. Given below are two statements:
Statement I: In simple random sampling, every member of the population has an equal and independent chance of being selected.
Statement II: In stratified sampling, the population is divided into subgroups (strata), and random sampling is then conducted within each subgroup.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

120. In the context of research design, a 'component' refers to:

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(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

50. A researcher studies the online communication habits of a specific, hard-to-reach community by asking initial participants to refer other members. This sampling technique is called:
(A) Snowball sampling
(B) Stratified sampling
(C) Cluster sampling
(D) Systematic sampling

51. Consider the following statements about research designs:
(a) A research design is the 'blueprint' for a study.
(b) It details how data will be collected and analyzed.
(c) The choice of design depends on the research questions.
(d) A research design is finalized only after data collection is complete.
Which of the above statements are correct?
(A) (a) and (d) only
(B) (b) and (c) only
(C) (a), (b), and (c) only
(D) (c) and (d) only

52. The ethical requirement to fully inform potential participants about the nature of the research, its risks, and benefits before they agree to participate is called:
(A) Anonymity
(B) Debriefing
(C) Value neutrality
(D) Informed consent

53. A study that analyzes television news reports for the frequency of certain words or themes is an example of:
(A) An experiment
(B) A survey
(C) Content analysis
(D) A case study

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54. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): A large sample size does not guarantee a representative sample.
Reason (R): If the sampling method is flawed (e.g., convenience sampling), a large sample can still be biased and not accurately reflect the population.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

55. The 'Hawthorne effect' in research refers to a phenomenon where:
(A) The researcher's expectations unintentionally influence the results.
(B) The results of a study cannot be generalized to a wider population.
(C) Data is interpreted in a way that supports the researcher's pre-existing beliefs.
(D) Participants' behavior is altered because they are aware they are being observed.

56. Which of the following is NOT a level of measurement?
(A) Categorial
(B) Nominal
(C) Ordinal
(D) Ratio

57. A 'bivariate analysis' would be used to examine the relationship between which of the following?
(A) The average age of magazine readers.
(B) The various reasons viewers watch a specific TV show.
(C) The number of hours spent on social media and the level of self-esteem.
(D) The distribution of gender, age, and income in an audience.

58. Arrange the typical stages of a longitudinal study in chronological order:
(a) Define the sample and collect baseline data.
(b) Formulate the research problem and

objectives.
(c) Analyze changes and trends over time.
(d) Conduct follow-up data collection at predetermined intervals.

Choose the correct sequence from the options given below:
(A) (a), (b), (d), (c)
(B) (b), (a), (d), (c)
(C) (b), (d), (a), (c)
(D) (a), (d), (c), (b)

59. In the context of writing a research report, which section typically includes a critique of the study's limitations?
(A) The abstract
(B) The introduction
(C) The methodology
(D) The discussion or conclusion

60. All of the following are non-obtrusive research methods EXCEPT:
(A) Analyzing garbage to study consumption patterns.
(B) Conducting a focus group discussion.
(C) Content analysis of historical speeches.
(D) Observing people through a one-way mirror.

61. Which of the following research research areas would specifically focus on how audiences interact with and interpret television content in their daily lives?
(a) Public Relations research
(b) Journalism ethics research
(c) Television audience reception studies
(d) Research on social media practices
(e) Cinema box office analysis

Choose the correct option from the choices given below:
(A) (c) only
(B) (c) and (d) only
(C) (a) and (e) only
(D) (b) and (d) only

62. What is the main purpose of testing a hypothesis?
(A) To prove a theory with absolute certainty.
(B) To formulate a research question.
(C) To select a research design.
(D) To determine if there is enough evidence to support a claim about a population.

63. The term 'research process' in communication research refers to:
(A) A sequence of steps from conceptualization to interpretation and reporting.
(B) A single method of data collection.
(C) The software used for statistical analysis.
(D) The grant proposal for funding the research.

64. A researcher wants to study the development of language skills in a group of children from age 2 to age 5. This would be a:
(A) Cross-sectional study
(B) Longitudinal study
(C) Historical study
(D) Descriptive study

65. A test that yields consistent scores when a person takes it two or more times is said to be:
(A) Valid
(B) Reliable
(C) Objective
(D) Standardized

66. Match List I with List II:
List I: (Term)
P. Validity
Q. Reliability
R. Population
S. Sample

List II: (Definition)
1. The entire group of individuals that the research is about.
2. The consistency or stability of a measurement instrument.
3. The accuracy of a measurement instrument in measuring what it's supposed to measure.
4. A subset of individuals selected from the larger group.

Choose the correct answer from the options given below:
(A) P-3, Q-2, R-1, S-4
(B) P-2, Q-3, R-4, S-1
(C) P-4, Q-1, R-2, S-3
(D) P-1, Q-2, R-3, S-4

67. Given below are two statements:
Statement I: 'Applied research' in public relations aims to solve specific, practical problems for a client or organization.
Statement II: 'Basic research' in public relations focuses on developing theories of

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communication and persuasion without an immediate application in mind.

In light of the above statements, choose the most appropriate answer from the options given below:

(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

68. The use of SMS surveys and voting with regard to GEC (General Entertainment Content) is an example of:

(A) A traditional method of historical research.
(B) An internet-based tool for qualitative analysis.
(C) A technique for ensuring ethical compliance.
(D) A media-specific method for gathering audience feedback.

69. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).

Assertion (A): The 'definition' of communication research is static and has not evolved over time.

Reason (R): The emergence of new media like the internet and social media has necessitated new approaches and methods in communication research.

In light of the above statements, choose the most appropriate answer from the options given below:

(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

70. Which of the following is a key component of a research design?

(A) The final research report.
(B) The sampling procedure.
(C) The author's biography.
(D) The journal of publication.

71. Which of the following are examples of non-probability sampling?

(a) Simple random sampling
(b) Convenience sampling
(c) Purposive sampling
(d) Stratified random sampling
(e) Quota sampling

Which of the above statement(s) is/are correct?

(A) (a), (c), and (d) only
(B) (b), (c), and (e) only
(C) (a), (b), and (c) only
(D) (c), (d), and (e) only

72. A 'test of significance' is used in quantitative research to:

(A) Determine the probability that the observed results are due to chance.
(B) Ensure the validity of the measurement tools.
(C) Select a representative sample from the population.
(D) Write the conclusion section of the research report.

73. The 'structure' of a research design refers to:

(A) The physical layout of the research laboratory.
(B) The formatting style of the final paper.
(C) The way variables are organized and controlled in the study.
(D) The number of researchers involved in the project.

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74. Research on 'social media practices' often involves all of the following EXCEPT:

(A) Classical experimental design with control over all variables.
(B) Network analysis of connections between users.
(C) Content analysis of user-generated posts.
(D) Digital ethnography to understand online communities.

75. What is the primary ethical issue associated with using internet-based tools like forum posts or tweets as data without consent?

(A) Inaccuracy of the data.
(B) Difficulty in statistical analysis.
(C) The cost of data acquisition.
(D) Violation of privacy and lack of informed consent.

most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

94. Which of the following is an example of 'computer-mediated research' in data analysis?
(A) Manually counting frequencies from printed questionnaires.
(B) Conducting a telephone interview.
(C) Writing a research report by hand.
(D) Using software like SPSS or R to perform statistical tests.

95. The practice of 'debriefing' participants at the end of a study is an ethical requirement primarily when:
(A) The study involves deception.
(B) The study uses a large sample size.
(C) The study is funded by a government agency.
(D) The study is published in a top-tier journal.

96. Which statement about a 'research hypothesis' is incorrect?
(A) It is a predictive statement.
(B) It is a proven fact.
(C) It is formulated prior to the study.
(D) It must be testable.

97. Match List I with List II:
List I: (Type of Validity)
P. Face Validity
Q. Content Validity
R. Criterion Validity
S. Construct Validity
List II: (Description)
1. How well the measure predicts a future criterion.
2. How well the measure covers the full range of the concept's meaning.
3. Whether the measure appears to be measuring what it's supposed to, on the surface.
4. How well the measure conforms to a network of theoretical relationships.

Choose the correct answer from the options given below:
(A) P-1, Q-2, R-4, S-3
(B) P-3, Q-2, R-1, S-4
(C) P-2, Q-3, R-4, S-1
(D) P-4, Q-1, R-3, S-2

98. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): In a longitudinal study, the same individuals are observed or measured over an extended period.
Reason (R): This design is particularly effective for analyzing trends and changes over time, such as developmental patterns or the long-term effects of media exposure.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

99. A Likert scale is a scaling technique primarily used to measure:
(A) Factual knowledge
(B) Demographic characteristics
(C) Attitudes and opinions
(D) Physical attributes

100. Research in 'journalism' could investigate all the following topics EXCEPT:
(A) The impact of media ownership on news content.
(B) The ethical dilemmas faced by reporters.
(C) The changing role of the gatekeeper in the digital age.
(D) The effectiveness of different advertising jingles.

101. Arrange the following components of a research process in a logical sequence:
(a) Literature review
(b) Formulation of hypothesis
(c) Data collection
(d) Data analysis
(e) Generalization and interpretation

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(D) A is false but R is true.

85. In communication research, the term 'concept' means:
(A) A statistical summary of data.
(B) A type of research design.
(C) A general idea or mental representation derived from specific instances.
(D) The final conclusion of a study.

86. Arrange the following steps to correctly represent the process of theory building in research:
(a) Observation
(b) Hypothesis
(c) Theory
(d) Confirmation/Rejection
Choose the correct sequence from the options given below:
(A) (a) → (b) → (c) → (d)
(B) (c) → (b) → (a) → (d)
(C) (b) → (c) → (a) → (d)
(D) (a) → (c) → (b) → (d)

87. A researcher gives one group of students a new educational media program (Group A) while another group (Group B) watches unrelated cartoons. The researcher then compares their test scores. In this scenario, Group B is the:
(A) Experimental group
(B) Sample group
(C) Pilot group
(D) Control group

88. The most significant feature of 'historical research' is:
(A) The use of primary and secondary sources to understand past events.
(B) The manipulation of an independent variable.
(C) The administration of surveys to a large population.
(D) The use of statistical tests of significance.

89. A study on the impact of a Public Relations campaign is a form of:
(A) Basic research
(B) Historical research
(C) Applied research
(D) Philosophical research

90. Arrange the following sampling methods from most rigorous/random to least rigorous/random:
(a) Convenience Sampling
(b) Simple Random Sampling
(c) Stratified Random Sampling
(d) Quota Sampling
Choose the correct sequence from the options given below:
(A) (c), (b), (d), (a)
(B) (b), (c), (a), (d)
(C) (a), (d), (b), (c)
(D) (d), (a), (c), (b)

91. The use of an 'internet-based tool' for data collection could involve which of the following?
(a) Online surveys using platforms like Google Forms.
(b) Digital ethnography in an online gaming community.
(c) Scraping data from social media sites like Twitter.
(d) Conducting video interviews via Skype or Zoom.
(e) Holding a traditional face-to-face focus group.
Which of the above statement(s) is/are correct?
(A) (a), (b), and (c) only
(B) (c), (d), and (e) only
(C) (a), (b), (c), and (d) only
(D) All of the above

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92. 'Internal validity' in an experimental design refers to:
(A) The extent to which the results can be generalized to the wider population.
(B) The degree to which the independent variable truly caused the change in the dependent variable.
(C) The reliability of the measurement instruments used.
(D) The ethical conduct of the researcher during the experiment.

93. Given below are two statements:
Statement I: Parametric tests require the data to be normally distributed.
Statement II: Non-parametric tests can be used with data that do not meet the assumptions required for parametric tests, such as nominal or ordinal data.
In light of the above statements, choose the

(b) Studying the narrative clarity of an animated short.
(c) Measuring audience engagement with a graphic novel.
(d) Determining the optimal frame rate for smooth motion.
(e) Analyzing the financial returns of animated films.

Which of the above statements are correct?
(A) (a), (b), and (c) only
(B) (c), (d), and (e) only
(C) (a), (d), and (e) only
(D) All of the above

42. A variable that is presumed to cause or influence a dependent variable is called:
(A) An independent variable
(B) A control variable
(C) A confounding variable
(D) A categorical variable

43. Which of the following represents an incorrect pair of a concept and its description?
(A) Population - The entire group that the researcher wants to draw conclusions about.
(B) Sample - A specific group that the researcher will collect data from.
(C) Variable - An attribute that can be measured and varies.
(D) Hypothesis - A proven statement of fact about a relationship.

44. Which level of measurement has a true zero point, allowing for statements about ratios?
(A) Nominal
(B) Ratio
(C) Ordinal
(D) Interval

45. The process of critically examining existing scholarly work related to a research topic is known as:
(A) Data analysis
(B) Hypothesis testing
(C) Literature review
(D) Experimental design

46. Match List I with List II:
List I: (Scaling Technique)
P. Likert Scale
Q. Thurstone Scale
R. Guttman Scale
S. Semantic Differential Scale

List II: (Characteristic)
1. Measures the connotative meaning of concepts using bipolar adjectives.
2. Asks respondents to rank items in order of preference.
3. Presents statements with which respondents indicate level of agreement (e.g., Strongly Agree to Strongly Disagree).
4. Presents items in an order of increasing intensity, where agreement with one implies agreement with previous ones.

Choose the correct answer from the options given below:
(A) P-1, Q-2, R-3, S-4
(B) P-3, Q-4, R-2, S-1
(C) P-3, Q-2, R-4, S-1
(D) P-3, Q-4, R-1, S-2

47. In communication research, 'triangulation' refers to:
(A) Using multiple methods or data sources to develop a comprehensive understanding of a phenomenon.
(B) Using a three-person team to conduct research.
(C) Analyzing data using three different statistical tests.
(D) Focusing a study on three specific variables.

48. A telephone survey that uses random digit dialing (RDD) is an example of what kind of sampling?
(A) Convenience sampling
(B) Probability sampling
(C) Quota sampling
(D) Snowball sampling

49. Given below are two statements:
Statement I: Analytical research uses facts or information already available and analyzes them to make a critical evaluation.
Statement II: Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.

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Choose the correct sequence from the options given below:
(A) (a), (b), (c), (d), (e)
(B) (b), (a), (c), (e), (d)
(C) (a), (c), (b), (d), (e)
(D) (c), (d), (a), (b), (e)

102. A definition that specifies the operations or procedures used to measure or manipulate a concept is known as:
(A) A conceptual definition
(B) An operational definition
(C) A theoretical definition
(D) A dictionary definition

103. In a study comparing the academic performance of students who use e-learning platforms with those who do not, 'academic performance' is the:
(A) Independent variable
(B) Control variable
(C) Confounding variable
(D) Dependent variable

104. Which of the following is a key difference between a classical experiment and a quasi-experiment?
(A) Quasi-experiments lack the element of random assignment to conditions.
(B) Quasi-experiments do not involve manipulation of an independent variable.
(C) Classical experiments do not use a control group.
(D) Classical experiments are only conducted in laboratory settings.

105. 'Snowball sampling' is a type of:
(A) Probability sampling
(B) Random sampling
(C) Non-probability sampling
(D) Stratified sampling

106. Which of the following data collection tools is most closely associated with ethnography?
(A) Participant observation and field notes
(B) A highly structured questionnaire
(C) An SMS survey
(D) An exit poll

107. Given below are two statements:
Statement I: Tests of variance, such as ANOVA, are used to compare the means of more than two groups.
Statement II: A t-test is a test of variance used to compare the means of exactly two groups.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

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108. The section of a research report that details how the study was conducted is the:
(A) Introduction
(B) Methodology
(C) Literature Review
(D) Conclusion

109. An 'opinion poll' is a research survey of public opinion from a particular sample. It is a form of:
(A) Historical research
(B) Experimental research
(C) Survey research
(D) Case study

110. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The selection of a data collection tool depends heavily on the research question.
Reason (R): A study aiming to measure the prevalence of an opinion in a large population would use a survey, whereas a study aiming to understand a cultural phenomenon in-depth would use ethnography.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

76. If a researcher studies the impact of celebrity endorsements on purchasing intentions, 'purchasing intentions' would be the:
(A) Independent variable
(B) Dependent variable
(C) Control variable
(D) Extraneous variable

77. Which of the following best defines a 'variable' in the research context?
(A) A fixed characteristic of the sample.
(B) A logical concept that cannot be measured.
(C) A property or characteristic that can take on different values.
(D) The theoretical framework of a study.

78. A study that aims to find out why a particular anti-smoking campaign failed is an example of:
(A) Descriptive research
(B) Basic research
(C) Historical research
(D) Applied research

79. Match List I with List II:
List I: (Data Collection Tool)
P. Ethnography
Q. Survey
R. Case Study
S. Exit Poll
List II: (Application)
1. To collect standardized data from a large number of people quickly.
2. To understand a culture or social group from the inside by immersion.
3. To gain in-depth insights into a single, specific instance of a phenomenon.
4. To predict election outcomes by interviewing voters as they leave polling stations.
Choose the correct answer from the options given below:
(A) P-1, Q-2, R-3, S-4
(B) P-2, Q-1, R-3, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-4, Q-3, R-2, S-1

80. What does 'multivariate analysis' involve?
(A) The examination of a single variable in isolation.
(B) The simultaneous analysis of three or more variables.
(C) The comparison of means between two groups.
(D) The descriptive summary of a dataset.

81. Consider the following statements about communication research in India:
(a) It has a long history, with early studies focusing on rural communication and development.
(b) Contemporary research often focuses on the impact of digital media and the internet.
(c) The field is exclusively dominated by quantitative methods.
(d) Research in Indian languages media is a significant area of study.
Which of the above statements are correct?
(A) (a) and (c) only
(B) (c) and (d) only
(C) (a), (b), and (d) only
(D) (b) and (c) only

82. The 'test-retest method' is used to assess:
(A) Reliability
(B) Content validity
(C) Predictive validity
(D) Internal consistency

83. Which of the following is NOT an ethical consideration in communication research?
(A) Protection from harm
(B) Informed consent
(C) Ensuring the results match the hypothesis
(D) Anonymity and confidentiality

84. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): A detailed research report is essential for the transparency and replicability of a study.
Reason (R): The report must clearly outline the methodology, including sampling, data collection, and analysis, so that other researchers can evaluate or replicate the work.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.

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(A) An element of the research plan, such as the sampling method or data collection technique.
(B) A part of the final research paper, such as the introduction.
(C) A member of the research team.
(D) The software used for data analysis.

121. Consider the following statements about historical research in communication:
(a) It relies on primary sources like letters, diaries, and official documents.
(b) It can also use secondary sources like books and articles written by other historians.
(c) Its primary goal is to predict future communication trends.
(d) It critically evaluates sources for authenticity and credibility.
(e) It is a form of experimental research.
Which of the above statement(s) is/are correct?
(A) (a), (b), and (d) only
(B) (c) and (e) only
(C) (a), (b), (c), and (d) only
(D) All of the above

122. A researcher is interested in the relationship between time spent watching television and vocabulary size in children. Which type of research would be most suitable to explore this relationship?
(A) Correlational research
(B) Historical research
(C) Philosophical research
(D) Case study

123. The 'test of variance' known as ANOVA stands for:
(A) Analysis of Variables
(B) Association of Variance
(C) Assessment of Non-parametric Variables
(D) Analysis of Variance

124. What is the fundamental purpose of 'writing a research report'?
(A) To secure funding for future research projects.
(B) To communicate the process and findings of a study to the academic community and other stakeholders.
(C) To practice academic writing skills.
(D) To store the raw data collected during the study.

125. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): Plagiarism is a serious ethical violation in academic and journalism research.
Reason (R): It undermines the principles of intellectual honesty and proper attribution of credit.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

126. A 'dependent variable' is so named because:
(A) It depends on the researcher's choice of statistical test.
(B) It is the variable that is held constant throughout the experiment.
(C) It is a variable that is not of primary interest to the researcher.
(D) Its value is hypothesized to depend on and vary with the value of the independent variable.

127. Which of the following correctly pairs a research method with its description?
(A) Experiment - A research method for testing cause-and-effect hypotheses.
(B) Case Study - A research method that involves manipulating variables.
(C) Survey - A research method for in-depth study of a single individual or unit.
(D) Historical Research - A research method focused on predicting future events.

128. An 'obtrusive' method of data collection is one where:
(A) The participants are unaware that they are being studied.
(B) The participants are aware of being studied, and the measurement process is obvious.
(C) The researcher does not interact with the participants at all.
(D) The data is collected from historical

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145. In data analysis, if a researcher is examining the average age of respondents, their gender distribution, and their average income, what type of analysis is being performed?
(A) Bivariate analysis
(B) Univariate analysis (for each variable)
(C) Multivariate analysis
(D) Experimental analysis

146. A study examining the changing portrayal of patriotism in Indian cinema from the 1950s to the 2000s would be an example of:
(A) Longitudinal research
(B) Experimental research
(C) An opinion poll
(D) A quasi-experiment

147. A 'null hypothesis' (H0) for a study on a new teaching method would state that:
(A) The new teaching method is significantly more effective than the old method.
(B) The new teaching method is less effective than the old method.
(C) There is no significant difference in effectiveness between the new and old teaching methods.
(D) The study is flawed and cannot produce valid results.

148. The most significant advantage of using 'interviews' as a data collection method is:
(A) They are quick and inexpensive to administer to large populations.
(B) They provide standardized, easily quantifiable data.
(C) They eliminate the possibility of researcher bias.
(D) They allow for in-depth, nuanced information and probing for details.

149. Given below are two statements:
Statement I: Analytical research primarily describes what is, while descriptive research tries to explain why it is that way.
Statement II: Analytical research often involves testing hypotheses about relationships between variables using existing data.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

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150. What is the primary purpose of a 'scaling technique' in a survey?
(A) To select a representative sample from the population.
(B) To assign a numerical score to an individual's subjective attributes like attitudes or opinions.
(C) To check for plagiarism in the research report.
(D) To increase the number of respondents in a survey.

151. Which of the following is NOT a probability sampling method?
(A) Simple Random Sampling
(B) Systematic Sampling
(C) Cluster Sampling
(D) Purposive Sampling

152. Research into the effectiveness of an advertising campaign for a new product is an example of:
(A) Research in advertising
(B) Research in journalism
(C) Research in cinema
(D) Historical research

153. 'Parametric tests' are statistical tests that:
(A) Can be used with any type of data.
(B) Do not require any assumptions about the population distribution.
(C) Make certain assumptions about the parameters of the population distribution, such as normality.
(D) Are only used in qualitative research.

154. What is the main ethical concern when conducting research involving children?
(A) The vulnerability of the participants and the need for parental consent.
(B) Ensuring the research is published quickly.
(C) The high cost associated with such research.
(D) The difficulty in analyzing the data collected from children.

137. Which of the following is an example of a research topic in 'children's media'?
(A) A historical analysis of war-time propaganda posters.
(B) The effectiveness of a corporate public relations campaign.
(C) The impact of educational television on preschoolers' cognitive skills.
(D) The voting patterns of senior citizens.

138. In communication research, what does 'validity' refer to?
(A) The extent to which a research instrument measures what it is intended to measure.
(B) The consistency and stability of a measurement.
(C) The process of selecting a sample from a population.
(D) The ethical conduct of the researcher.

139. Match List I with List II:
List I: (Statistical Concept)
P. Univariate Analysis
Q. Bivariate Analysis
R. Multivariate Analysis
S. Test of Significance
List II: (Description)
1. Examining the relationship between two variables.
2. Examining the relationship among three or more variables.
3. Statistically examining one variable at a time.
4. Determining if results are likely due to chance or a real effect.
Choose the correct answer from the options given below:
(A) P-1, Q-3, R-2, S-4
(B) P-3, Q-1, R-2, S-4
(C) P-3, Q-2, R-1, S-4
(D) P-2, Q-1, R-3, S-4

140. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): In an experiment, the control group does not receive the experimental treatment.
Reason (R): The control group serves as a baseline against which the effects of the treatment on the experimental group can be compared.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

141. Research that involves studying a phenomenon in its natural setting is known as:
(A) Laboratory experiment
(B) Historical research
(C) Field research
(D) Content analysis

142. A 'Semantic Differential Scale' is a tool used to measure:
(A) Agreement with a series of statements.
(B) The frequency of specific behaviors.
(C) The rank order of a set of items.
(D) The connotative meanings of concepts through bipolar adjectives.

143. Which of the following are valid components of the research process?
(a) Identifying a research problem.
(b) Formulating a hypothesis.
(c) Ignoring previous research to ensure originality.
(d) Collecting and analyzing data.
(e) Writing the research report.
Which of the above statement(s) is/are correct?
(A) (a), (b), and (c) only
(B) (a), (b), and (d) only
(C) (c), (d), and (e) only
(D) All of the above

144. 'Stratified sampling' is a probability sampling method in which:
(A) The population is divided into clusters, and entire clusters are randomly selected.
(B) The population is divided into subgroups (strata), and samples are randomly drawn from each stratum.
(C) Every nth individual is selected from a list of the population.
(D) The researcher selects participants who are readily available.

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163. The method of using an SMS survey to gauge audience reaction to a reality TV show's weekly elimination is a specific tool for research in:
(A) Cinema studies
(B) Journalism
(C) Television
(D) Magazine publishing

164. What is a major limitation of using a 'diary' as a research tool?
(A) It only provides quantitative data.
(B) It is not suitable for studying changes over time.
(C) It is a form of non-obtrusive measurement.
(D) It relies on participant honesty and diligence, which can be inconsistent.

165. 'ANOVA' (Analysis of Variance) is used to:
(A) Test the relationship between two categorical variables.
(B) Predict the value of a dependent variable based on an independent variable.
(C) Compare the means of three or more groups.
(D) Measure the internal consistency of a scale.

166. A researcher wants to understand the unique culture of a specific advertising agency. The most suitable research method would be:
(A) An exit poll
(B) A case study using ethnographic techniques
(C) A nationwide survey
(D) A classical experiment

167. Which of the following is an example of a Ratio level of measurement?
(A) Gender (Male, Female, Other)
(B) Temperature in Celsius
(C) Rank in a competition (1st, 2nd, 3rd)
(D) Age in years

168. Given below are two statements:
Statement I: The 'research design' is the overall strategy that a researcher chooses to integrate the different components of the study in a coherent and logical way.
Statement II: A well-structured research design ensures that the research problem is effectively addressed.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

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169. What is a 'non-obtrusive' technique of data collection?
(A) A method where the researcher directly interacts with the subjects.
(B) A method that is only used in experimental research.
(C) A method where data is collected without the subjects' knowledge or participation.
(D) A method that involves a detailed interview schedule.

170. The practice of falsifying or manipulating research data or results is known as:
(A) Fabrication/Falsification
(B) Plagiarism
(C) Informed consent
(D) Triangulation

171. Consider the following approaches to communication research:
(a) Positivist: Seeks to explain and predict communication phenomena using objective measurement.
(b) Interpretive: Seeks to understand how people create meaning in their social worlds.
(c) Critical: Aims to critique and transform social structures and power imbalances.
(d) Experimental: Limited to laboratory settings only.
(e) Historical: Focuses only on events before the 20th century.
Which of the above statement(s) is/are correct?
(A) (a), (b), and (c) only
(B) (c), (d), and (e) only
(C) (a), (d), and (e) only
(D) All of the above

172. A key component of a classical experimental design that allows for cause-and-effect conclusions is:
(A) The use of a large sample.
(B) The manipulation of an independent

155. Which of the following statements about the research process is incorrect?
(A) It begins with a broad question and is narrowed down.
(B) A literature review is an essential early step.
(C) Ethical considerations must be taken into account throughout the process.
(D) The research design is flexible and can be changed at any point during data collection.

156. An 'approach' in communication research, such as the critical approach, provides:
(A) A specific tool for data collection.
(B) A philosophical and theoretical lens for framing, conducting, and interpreting research.
(C) A statistical formula for data analysis.
(D) A template for writing the final research report.

157. A variable that the researcher seeks to explain or predict is the:
(A) Independent variable
(B) Control variable
(C) Dependent variable
(D) Extraneous variable

158. Match List I with List II:
List I: (Sampling Term)
P. Population
Q. Sampling Frame
R. Sample
S. Sampling Error
List II: (Description)
1. A list of all items or people forming a population from which a sample is taken.
2. A subset of the population selected for a study.
3. The entire group that a researcher is interested in.
4. The discrepancy between a sample statistic and the true population parameter.
Choose the correct answer from the options given below:
(A) P-3, Q-1, R-2, S-4
(B) P-1, Q-3, R-2, S-4
(C) P-3, Q-2, R-1, S-4
(D) P-2, Q-4, R-3, S-1

159. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The choice between probability and non-probability sampling depends on the research objectives and constraints.
Reason (R): Probability sampling is ideal for quantitative studies aiming for generalization, while non-probability sampling is often more practical for exploratory or qualitative studies.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

160. Which of the following methods would be least appropriate for studying the long-term impact of social media on political polarization?
(A) Longitudinal survey
(B) Cross-sectional survey
(C) Panel study
(D) Trend study

161. Which of the following are characteristics of 'applied research'?
(a) It is designed to solve practical problems.
(b) It is often conducted for a specific client or organization.
(c) Its findings are intended for immediate application.
(d) Its primary goal is to contribute to fundamental theory.
Which of the above statements are correct?
(A) (a) and (d) only
(B) (a), (b), and (c) only
(C) (b), (c), and (d) only
(D) All of the above

162. The 'split-half' method is a measure of:
(A) Internal consistency reliability
(B) Test-retest reliability
(C) Predictive validity
(D) Face validity

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platforms.
Statement II: Ethical concerns regarding privacy and consent are irrelevant when using publicly available social media data.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

200. Which type of research would be most appropriate for determining the cause-and-effect relationship between exposure to a public service announcement and an individual's intention to quit smoking?
(A) Experimental research
(B) Historical research
(C) Descriptive research
(D) Case study

201. A research project that tracks the media consumption habits of the same group of adolescents from age 13 to age 18 is best described as a:
(A) Cross-sectional study
(B) Case study
(C) Panel study (a type of longitudinal study)
(D) Historical study

202. 'Face validity' refers to whether a test:
(A) Appears to measure what it is supposed to measure, on the surface.
(B) Correlates well with a criterion measured at the same time.
(C) Covers the representative range of the concept being measured.
(D) Is based on a sound theoretical construct.

203. Which of the following represents a correct pair of a statistical test and its purpose?
(A) Chi-Square Test - Comparing the means of three groups.
(B) ANOVA - Examining the association between categorical variables.
(C) t-test - Analyzing five variables simultaneously.
(D) Pearson Correlation - Measuring the linear relationship between two continuous variables.

204. The process of operationalizing a construct involves:
(A) Defining it in abstract, theoretical terms.
(B) Specifying the exact procedures and measures to be used to observe it.
(C) Reviewing the literature related to the construct.
(D) Writing the final conclusion about the construct.

205. In a survey, asking respondents to specify their annual income in rupees would be collecting data at which level of measurement?
(A) Nominal
(B) Ordinal
(C) Ratio
(D) Interval

206. 'External validity' in research refers to the extent to which:
(A) The independent variable caused the change in the dependent variable.
(B) The measurement instrument is consistent and stable.
(C) The researcher has followed ethical guidelines.
(D) The study's findings can be generalized to other people, settings, and times.

207. Which of the following is a disadvantage of using surveys for data collection?
(A) They may not capture the full context or depth of respondents' opinions.
(B) They are not suitable for collecting data from large samples.
(C) They cannot provide quantitative data.
(D) They are a form of non-obtrusive measurement.

208. What distinguishes 'basic research' from 'applied research'?
(A) Basic research is less rigorous than applied research.
(B) Basic research aims to expand knowledge, while applied research aims to solve practical problems.

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variable and control of extraneous variables.
(C) The use of a detailed questionnaire.
(D) The publication of results in a peer-reviewed journal.

173. The 'introduction' section of a research report typically does all of the following EXCEPT:
(A) State the research problem.
(B) Present a review of relevant literature.
(C) Provide a detailed analysis of the collected data.
(D) Outline the research questions or hypotheses.

174. Which of the following is a key characteristic of a 'longitudinal study'?
(A) Data is collected from a sample at a single point in time.
(B) It is typically less expensive and time-consuming than a cross-sectional study.
(C) It is primarily used for historical analysis of documents.
(D) It involves repeated observations of the same variables over a period of time.

175. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The internet has provided researchers with powerful new tools for data collection.
Reason (R): Online surveys, digital ethnography, and social media data mining allow for the collection of vast amounts of data, often more quickly and cheaply than traditional methods.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

176. A study analyzing the frequency of violent acts in prime-time television programs is an example of:
(A) A survey
(B) Content Analysis
(C) An experiment
(D) Ethnography

177. A 'Guttman scale' is characterized by:
(A) Bipolar adjectives placed along a standardized seven-point scale.
(B) Items that are arranged in a cumulative, hierarchical order.
(C) A simple and direct "agree" or "disagree" response format.
(D) Open-ended questions designed to allow for detailed responses.

178. The primary goal of 'descriptive research' is to:
(A) Provide a detailed snapshot or description of a situation or population.
(B) Test a specific hypothesis about a causal relationship.
(C) Reconstruct past events accurately.
(D) Solve an immediate, practical problem.

179. Match List I with List II:
List I: (Term)
P. Independent Variable
Q. Dependent Variable
R. Control Group
S. Experimental Group
List II: (Example)
1. Level of aggression after watching a film.
2. Exposure to a violent vs. a non-violent film.
3. The group that watches the non-violent film.
4. The group that watches the violent film.
Choose the correct answer from the options given below:
(A) P-1, Q-2, R-4, S-3
(B) P-2, Q-1, R-3, S-4
(C) P-3, Q-4, R-1, S-2
(D) P-4, Q-3, R-2, S-1

180. A major challenge for 'communication, journalism and media research in India' is:
(A) The lack of interesting research topics.
(B) The absence of any new media technologies.
(C) A complete lack of funding opportunities.
(D) The linguistic and cultural diversity of the country.

181. Consider the following types of research validity:
(a) Internal Validity: The extent to which a causal conclusion is warranted.
(b) External Validity: The extent to which

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findings can be generalized to other populations or settings.
(c) Construct Validity: The degree to which a measure accurately assesses the underlying concept.
(d) Statistical Validity: The accuracy of the p-value calculation.

Which of the above statements are correctly described?
(A) (a) and (b) only
(B) (c) and (d) only
(C) (a), (b), and (c) only
(D) All of the above

182. 'Multivariate analysis' is required when a researcher wants to:
(A) Describe the characteristics of a single sample.
(B) Examine the relationships among several independent and dependent variables simultaneously.
(C) Compare the means of two groups.
(D) Conduct an in-depth case study.

183. Which of the following is NOT a component of a research design?
(A) Variables and hypotheses
(B) Data collection methods
(C) Sampling strategy
(D) The researcher's personal opinion

184. Given below are two statements:
Statement I: Historical research is qualitative in nature and does not involve statistical analysis.
Statement II: Historical research can incorporate quantitative techniques, such as content analysis of historical documents to identify trends over time.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

185. A researcher studying the impact of social media influencers on teenagers' fashion choices is conducting research in the area of:
(A) Journalism research
(B) Public Relations research
(C) Advertising and social media practices
(D) Cinema studies

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186. Ranking of television channels by viewership is an example of what level of measurement?
(A) Ordinal
(B) Nominal
(C) Interval
(D) Ratio

187. What is the role of a 'hypothesis' in the communication research process?
(A) It is the final conclusion of the study.
(B) It is a summary of the data collected.
(C) It is a review of existing literature on the topic.
(D) It provides a tentative, testable prediction about the relationship between variables.

188. 'Purposive sampling', where the researcher selects participants based on their specific knowledge or characteristics, is a type of:
(A) Simple random sampling
(B) Non-probability sampling
(C) Stratified sampling
(D) Cluster sampling

189. A 'chi-square test' is typically used to:
(A) Compare the means of two groups.
(B) Measure the strength and direction of a linear relationship between two continuous variables.
(C) Determine the association between two categorical variables.
(D) Compare the means of three or more groups.

190. What is the primary focus of 'ethical considerations' in research?
(A) Ensuring the research gets published.
(B) Making sure the research findings are popular.
(C) Reducing the cost of conducting research.
(D) Protecting the rights, dignity, and welfare of research participants.

191. Arrange the following research types from most specific/micro-level to most general/macro-level in focus:
(a) Longitudinal Study
(b) Case Study
(c) Survey
(d) Historical Study
Choose the correct sequence based on typical scope from the options given below:
(A) (b), (c), (a), (d)
(B) (b), (a), (c), (d)
(C) (c), (a), (d), (b)
(D) (d), (c), (b), (a)

192. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The definition of a research problem is the first and most crucial step in the research process.
Reason (R): A well-defined problem provides direction for the entire research project, from literature review to data analysis.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

193. Which of the following is a characteristic of 'analytical research'?
(A) It only describes what is happening.
(B) It uses existing facts or information to test hypotheses and examine relationships.
(C) It involves direct manipulation of variables by the researcher.
(D) It focuses on a single individual for in-depth analysis.

194. In Public Relations, 'formative research' is conducted:
(A) At the beginning of a campaign to help formulate strategy and objectives.
(B) At the end of a campaign to evaluate its success.
(C) To develop fundamental theories of public relations.
(D) To write the history of a PR agency.

195. A major advantage of 'probability sampling' over 'non-probability sampling' is that:
(A) It is always easier and less expensive to implement.
(B) It is the only method suitable for qualitative research.
(C) It allows the researcher to calculate the sampling error and make statistical inferences about the population.
(D) It does not require a sampling frame.

196. Consider the following ethical guidelines in research:
(a) Seeking informed consent from participants.
(b) Ensuring confidentiality of participant data.
(c) Maximizing benefit and minimizing harm to participants.
(d) Disclosing any conflicts of interest.
(e) Altering data to support a desired hypothesis.
Which of the above are considered essential ethical practices?
(A) (a), (b), and (e) only
(B) (c), (d), and (e) only
(C) (a), (b), (c), and (d) only
(D) All of the above

197. A 't-test' is a statistical test used for:
(A) Testing the relationship between two categorical variables.
(B) Testing the difference between the means of more than two groups.
(C) Testing the difference between the means of two groups.
(D) Analyzing multiple variables at once.

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198. The 'discussion' section in a research report should:
(A) Restate the research methodology and design in full detail.
(B) Interpret the findings, discuss their implications, and mention study limitations.
(C) Present supplementary data not previously shown in the results section.
(D) Provide a comprehensive list of all participants in the research study.

199. Given below are two statements:
Statement I: Computer-mediated research includes analyzing data from social media

archives.

129. Arrange the following steps for conducting a survey in the correct chronological order:
(a) Administer the questionnaire.
(b) Define the research objectives.
(c) Design the questionnaire.
(d) Select the sample.
(e) Analyze the data.
Choose the correct sequence from the options given below:
(A) (b), (c), (d), (a), (e)
(B) (c), (b), (d), (a), (e)
(C) (b), (d), (c), (a), (e)
(D) (a), (c), (b), (d), (e)

130. Research focusing on the user interface (UI) and user experience (UX) of a new mobile application falls under the domain of:
(A) Research in internet and social media practices
(B) Historical research
(C) Cinema studies
(D) Magazine readership surveys

131. Consider the following statements about sampling:
(a) Probability sampling allows for generalization from the sample to the population.
(b) Non-probability sampling is often used in qualitative research.
(c) The larger the sample, the smaller the sampling error, assuming a probability sample.
(d) Convenience sampling is a type of probability sampling.
Which of the above statement(s) is/are correct?
(A) (a) and (d) only
(B) (b) and (c) only
(C) (a), (b), and (c) only
(D) (c) and (d) only

132. The interpretation of data in a research study involves:
(A) Simply presenting the raw numbers and statistics.
(B) Correcting any errors made during data collection.
(C) Selecting which data to include in the final report.
(D) Assigning meaning to the results and relating them back to the research question and theory.

133. A researcher studies the political leanings of newspaper editorials by coding them as 'liberal', 'conservative', or 'neutral'. What level of measurement is being used?
(A) Ordinal
(B) Interval
(C) Nominal
(D) Ratio

134. Given below are two statements:
Statement I: A Type I error in hypothesis testing occurs when a researcher incorrectly rejects a true null hypothesis.
Statement II: A Type II error occurs when a researcher fails to reject a false null hypothesis.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

135. In communication research, 'plagiarism' refers to the act of:
(A) Fabricating data for a research study.
(B) Falsifying research results to fit a desired outcome.
(C) Conducting research without ethical approval.
(D) Using someone else's work or ideas without proper attribution.

136. What is a key characteristic of a 'case study' research method?
(A) It provides a detailed, in-depth examination of a specific instance or system.
(B) It aims for broad statistical generalization.
(C) It involves the manipulation of an independent variable.
(D) It is always a quick and inexpensive method.

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(C) Basic research is only done in universities, while applied research is only done in corporations.
(D) Basic research does not require a hypothesis, while applied research does.

209. A researcher wants to study the news framing of a political event across five different national newspapers. The most appropriate method would be:
(A) An experiment
(B) Content analysis
(C) An exit poll
(D) A case study of a single journalist

210. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The reliability of a measurement tool is a prerequisite for its validity.
Reason (R): A measurement cannot be considered accurate (valid) if it does not produce consistent (reliable) results.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

211. Which of the following scenarios describes a 'case study'?
(A) A researcher surveys 1000 people about their TV viewing habits.
(B) A researcher compares the test scores of a group that watched an educational video with a group that did not.
(C) A researcher conducts an in-depth, multi-faceted investigation of a single community radio station's impact.
(D) A researcher analyzes newspaper articles from the 1950s.

212. 'Systematic sampling' involves:
(A) Selecting participants based on their availability.
(B) Dividing the population into strata and sampling from each.
(C) Asking initial participants to refer others.
(D) Selecting a starting point at random and then choosing every kth element from a list.

213. The main difference between a schedule and a questionnaire lies in:
(A) The type of questions asked.
(B) The level of measurement used.
(C) Who administers and fills out the instrument.
(D) The sampling method employed.

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214. The 'conclusion' of a research report should:
(A) Introduce new data and findings.
(B) Summarize the key findings and reiterate the study's main contribution.
(C) Provide a detailed breakdown of the statistical analysis.
(D) Consist solely of a list of references.

215. A study on the effectiveness of a new graphic design for a magazine cover would fall under which area of research?
(A) Research in television
(B) Historical research
(C) Public Relations research
(D) Research in magazines

216. In hypothesis testing, what is the 'p-value'?
(A) The probability of observing the collected data (or something more extreme) if the null hypothesis were true.
(B) The probability of the null hypothesis being true.
(C) The level of measurement of the data.
(D) The size of the sample selected for the study.

217. Given below are two statements:
Statement I: The 'positivist' approach to communication research emphasizes empirical observation and quantitative measurement.
Statement II: The 'interpretive' approach focuses on understanding the subjective meanings that people attach to their communication experiences.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are

254. Based on the description, which of the following would be best described as a 'construct' in communication research?
(A) The number of newspapers sold in a city.
(B) The duration of a television advertisement.
(C) The frequency of a specific word in a speech.
(D) The concept of 'audience engagement' on social media.

255. What can be inferred about the different approaches to communication research mentioned in the paragraph?
(A) All approaches ultimately seek to find generalizable laws of communication.
(B) The choice of approach is arbitrary and has little impact on the research outcome.
(C) Positivist and interpretivist approaches have fundamentally different research goals.
(D) Interpretivist approaches are considered less systematic than positivist ones.

Direction : Please read the following source carefully.

The architecture of a communication study is defined by its research design, which serves as a blueprint for collecting, measuring, and analyzing data. Research designs can be broadly categorized, with key types including classical experimental, and quasi-experimental designs. The classical experimental design is characterized by the manipulation of an independent variable, the use of control and experimental groups, and random assignment of subjects to these groups, allowing for strong causal inferences. Quasi-experimental designs resemble experiments but lack the element of random assignment, making them more practical in real-world settings where randomization is not feasible, though this compromises the ability to establish definitive causality. The fundamental components of any research design include the clear articulation of variables and hypotheses. Variables are the measurable characteristics or attributes that can change or vary, while a hypothesis is a specific, testable prediction about the relationship between two or more variables. The structure of the design must meticulously outline how these variables will be operationalized and measured, and how the hypothesis will be tested. The integrity of the research findings is heavily dependent on the appropriateness and rigorous implementation of the chosen design.

Based on the above source, attempt the following five questions.

256. What is the defining feature that distinguishes a classical experimental design from a quasi-experimental design?
(A) The manipulation of an independent variable.
(B) The random assignment of subjects.
(C) The presence of a control group.
(D) The formulation of a hypothesis.

257. According to the passage, what is the primary function of a research design?
(A) To ensure the research is published in a high-impact journal.
(B) To exclusively test the relationship between dependent variables.
(C) To select the appropriate statistical software for data analysis.
(D) To act as a framework for the entire process of data collection and analysis.

258. In the context of a research design, what role does a hypothesis serve?
(A) It is a specific, testable prediction about variable relationships.
(B) It is a summary of the data already collected.
(C) It is a general question about a broad topic.
(D) It is the final interpretation of the research findings.

259. Why might a researcher choose a quasi-experimental design over a classical experimental design?
(A) Because it provides stronger evidence for causality.
(B) Because it does not require the identification of variables.
(C) Because real-world settings may prevent the random assignment of subjects.
(D) Because it is the only design suitable for laboratory settings.

260. The passage states that the components of a research design include variables and hypotheses. A 'variable' is described as a(n):
(A) measurable attribute that can change.
(B) unchangeable theoretical constant.
(C) untestable prediction.

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228. In a classical experiment, what is the purpose of the control group?
(A) To receive a double dose of the treatment.
(B) To help analyze the data statistically.
(C) To recruit more participants for the study.
(D) To provide a baseline for comparison with the experimental group.

229. Match List I with List II:
List I: (Term)
P. Ethnography
Q. Survey
R. Analytical Research
S. Historical Research
List II: (Brief Description)
1. Use of existing information to test a hypothesis.
2. Immersive study of a group in its natural setting.
3. Description of past events.
4. Systematic collection of data from a sample.
Choose the correct answer from the options given below:
(A) P-2, Q-4, R-1, S-3
(B) P-1, Q-2, R-3, S-4
(C) P-4, Q-1, R-2, S-3
(D) P-2, Q-3, R-4, S-1

230. A key ethical issue in computer-mediated research, especially involving data mining, is:
(A) The cost of software.
(B) Data privacy and the informed consent of users whose data is being analyzed.
(C) The speed of data processing.
(D) The compatibility of different computer systems.

231. Which of the following are examples of internet-based research tools?
(a) Online surveys (e.g., SurveyMonkey)
(b) Face-to-face in-depth interviews
(c) Analysis of social media data
(d) Telephone surveys
(e) Digital ethnography
Which of the above statement(s) is/are correct?
(A) (b) and (d) only
(B) (a), (c), and (e) only
(C) (a), (b), and (c) only
(D) All of the above

232. 'Reliability' is a necessary but not sufficient condition for 'validity'. This statement means:
(A) Both (A) and (C) are correct.
(B) A valid measure is always reliable.
(C) A reliable measure is always valid.
(D) A reliable measure may or may not be valid.

233. Research that investigates the audience of a particular magazine, including their demographics and reading habits, is known as:
(A) Research in cinema
(B) Research in animation
(C) Research in magazines
(D) Research in journalism ethics

234. Given below are two statements:
Statement I: In a quasi-experimental design, the researcher has full control over the random assignment of subjects.
Statement II: Quasi-experiments are often used in real-world settings where random assignment is not feasible.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both Statement I and Statement II are correct.
(B) Both Statement I and Statement II are incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

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235. The method of voting for contestants on a TV reality show via SMS is used by researchers as a form of:
(A) Ethnographic data
(B) Historical record
(C) Experimental manipulation
(D) Audience participation data for GEC research

236. The process of analyzing data from multiple perspectives or with multiple methods to increase the credibility of findings is called:
(A) Sampling
(B) Triangulation
(C) Hypothesizing
(D) Plagiarism

Relations research is fundamentally strategic, aimed at planning, executing, and evaluating PR campaigns. It involves formative research to understand a situation, monitoring research during a campaign, and evaluative research to assess impact and effectiveness on target publics. This can include reputation analysis, stakeholder mapping, and crisis communication audits. Advertising research is similarly goal-oriented, concentrating on consumer behavior, message effectiveness, and media planning. Common methods include copy testing to gauge audience response to an ad before it is aired, audience analysis to define target demographics, and campaign tracking studies to measure metrics like brand awareness, recall, and purchase intent. While all three fields draw from the same pool of general research methods, their specific applications are tailored to their distinct professional objectives and institutional demands.
Based on the above source, attempt the following five questions.

266. A study that analyzes news articles from different outlets to identify patterns in how a political issue is portrayed is an example of what type of journalism research?
(A) Gatekeeping analysis.
(B) Framing analysis.
(C) Audience effects research.
(D) Ethical conduct review.

267. What is the primary characteristic of research in Public Relations as described in the passage?
(A) It is primarily theoretical and academic.
(B) It is strategically linked to the management of communication campaigns.
(C) It is focused on historical analysis of past campaigns.
(D) It is mainly concerned with the aesthetics of advertisements.

268. A company testing two different versions of a television commercial to see which one generates a more favorable audience response is engaging in:
(A) Copy testing.
(B) Reputation analysis.
(C) Gatekeeping research.
(D) Stakeholder mapping.

269. According to the text, evaluative research in a Public Relations context would most likely involve:
(A) understanding the initial problem before a campaign begins.
(B) monitoring media coverage during the middle of a campaign.
(C) assessing the overall impact and effectiveness of a completed campaign.
(D) defining the target demographic for a future campaign.

270. Which of the following research questions is most relevant to the field of advertising research as outlined in the passage?
(A) How are journalists' roles changing in the 21st century?
(B) How can a political organization manage a public crisis?
(C) What were the ethical standards of 19th-century newspapers?
(D) What is the impact of a new ad campaign on consumer purchase intent?

Direction : Please read the following source carefully.

Research within media-specific domains such as cinema, animation and graphics, and television requires tailored investigative approaches. Cinema studies, for instance, often employ qualitative methods like textual analysis, genre theory, and auteur theory to interpret films as cultural artifacts. Researchers may also conduct audience reception studies to understand how viewers from different backgrounds make meaning from a cinematic text. Research in animation and graphics extends beyond mere aesthetic evaluation to include studies on its cognitive impact, its effectiveness in educational or persuasive contexts, and the production processes involved in creating complex visual narratives. For example, a study might investigate whether a certain animation style enhances information retention in children. Television research is a vast field, encompassing everything from the political economy of broadcasting networks to the content analysis of programming. A significant area is the study of audience responses to General Entertainment Content (GEC), where researchers analyze viewing patterns, audience preferences, and the social impact of popular shows. These

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247. A study that combines quantitative survey data with qualitative in-depth interviews is using a:
(A) Purely quantitative approach
(B) Purely qualitative approach
(C) Non-scientific approach
(D) Mixed-methods approach

248. The primary difference between an interview and a questionnaire is that an interview involves:
(A) Interpersonal, verbal interaction.
(B) Written responses only.
(C) A larger sample size.
(D) Non-obtrusive measurement.

249. Which of the following is NOT a type of longitudinal study?
(A) Trend study
(B) Cohort study
(C) Cross-sectional study
(D) Panel study

250. The ethical principle of 'justice' in research requires that:
(A) The benefits and burdens of research are distributed fairly among the population.
(B) The research is conducted in a courthouse.
(C) The researcher has a degree in law.
(D) The participants are judged for their responses.

Direction : Please read the following source carefully.

Communication research is a systematic process grounded in clearly defined concepts, constructs, and methodological approaches. A 'concept' is a general idea derived from specific instances, while a 'construct' is a more abstract, theoretical creation that is not directly observable but is designed for a specific research purpose, such as 'media credibility' or 'brand loyalty'. The research process itself is a structured sequence of steps, beginning with the formulation of a problem, followed by a literature review, the development of hypotheses or research questions, the selection of a research design, data collection, data analysis, and finally, the interpretation and reporting of findings. The 'approaches' to this process can vary significantly, ranging from positivist approaches that seek objective, generalizable laws of communication, to interpretivist or critical approaches that focus on understanding subjective meanings and power structures within communication phenomena. The choice of approach fundamentally shapes every subsequent stage of the research, influencing the definition of constructs, the questions asked, and the methods employed for investigation. This foundational understanding is crucial for ensuring the rigor and validity of any scholarly inquiry into communication.

Based on the above source, attempt the following five questions.

251. In the context of communication research, what is the primary distinction between a 'concept' and a 'construct'?
(A) A concept is theoretical, whereas a construct is purely empirical.
(B) A concept is a general idea from instances, while a construct is a theoretical abstraction for research.
(C) A concept is directly observable, whereas a construct is an abstract idea.
(D) A concept is used in positivist approaches, whereas a construct is used in interpretivist approaches.

252. According to the text, which of the following represents the correct sequence within the communication research process?
(A) Problem formulation, literature review, research design selection, data analysis.
(B) Data collection, hypothesis development, literature review, problem formulation.
(C) Research design selection, data analysis, interpretation, literature review.
(D) Hypothesis development, data collection, problem formulation, data analysis.

253. The passage suggests that the 'approach' to communication research is significant because it:
(A) primarily determines the financial cost of the study.
(B) is only relevant for non-positivist methodologies.
(C) influences all subsequent stages of the research process.
(D) guarantees the immediate publication of the findings.

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237. A 'Likert scale' is an example of which level of measurement?
(A) Nominal
(B) Interval
(C) Ordinal
(D) Ratio

238. In a research report, the 'methodology' section must provide clear and detailed information about:
(A) The personal opinions of the researcher.
(B) The expected outcomes of the study.
(C) A summary of the key findings.
(D) The research design, sample, data collection instruments, and procedure.

239. 'Convenience sampling' is a non-probability sampling technique where:
(A) Participants are selected based on their easy availability and proximity.
(B) The population is divided into clusters.
(C) Every member of the population has an equal chance of being selected.
(D) The researcher uses their judgment to select participants.

240. The statistical significance of a result (e.g., $p < 0.05$) tells us:
(A) The practical importance or magnitude of the effect.
(B) That the result is unlikely to have occurred by random chance.
(C) That the measurement instruments were perfectly valid.
(D) That the hypothesis has been proven to be true.

241. Which of the following research methods are correctly matched with their primary purpose?
(a) Experiment: To establish cause-and-effect.
(b) Survey: To gather data from a sample to generalize to a population.
(c) Case Study: To gain an in-depth understanding of a specific case.
(d) Historical Research: To reconstruct and understand the past.
Which of the above statements are correct?
(A) (a) and (b) only
(B) (c) and (d) only
(C) (a), (b), and (c) only
(D) All of the above

242. The process of translating abstract theoretical concepts into observable, measurable variables is called:
(A) Operationalization
(B) Generalization
(C) Interpretation
(D) Theorization

243. In a study on the effects of advertising, copy testing would be considered:
(A) Basic research
(B) Historical research
(C) Applied research
(D) A case study

244. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The introduction of the internet has significantly changed the landscape of journalism research.
Reason (R): Researchers now study phenomena like citizen journalism, the spread of 'fake news' online, and the economics of digital news platforms.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

245. A 'non-response bias' in survey research occurs when:
(A) The questionnaire is too long.
(B) The researcher asks leading questions.
(C) The people who do not respond to the survey are systematically different from those who do.
(D) The sample size is too small.

246. Which type of validity is concerned with a measure's ability to predict a future outcome?
(A) Content validity
(B) Predictive validity
(C) Concurrent validity
(D) Face validity

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(D) overarching research approach.

Direction : Please read the following source carefully.

Communication research employs a diverse array of methods tailored to different inquiry goals, broadly classified by their purpose and timeframe. A fundamental distinction exists between basic and applied research. Basic research is driven by a desire to expand knowledge and develop or refine theories about communication processes, without an immediate practical application in mind. Conversely, applied research is designed to solve specific, practical problems and inform decision-making in real-world contexts, such as improving a public health campaign's effectiveness. Research can also be categorized by its analytical approach. Descriptive research aims to systematically describe the characteristics of a population or phenomenon, answering questions of "what," "where," and "when." Analytical research goes further, attempting to explain "how" and "why" by examining relationships between different variables. Further typologies include historical research, which reconstructs past events to understand their impact on the present; case studies, which provide an in-depth, intensive investigation of a single individual, group, or event; and longitudinal studies, which are unique in their ability to track changes and developments in the same subjects over an extended period. Each method offers a distinct lens through which to view communication phenomena.

Based on the above source, attempt the following five questions.

261. A study that aims to understand the long-term effects of social media use on the political opinions of a group of college students by surveying them every year for a decade would be classified as a:
(A) Historical study.
(B) Case study.
(C) Descriptive study.
(D) Longitudinal study.

262. What is the primary objective of basic research as described in the passage?
(A) To solve immediate practical problems in communication.
(B) To expand theoretical knowledge about communication processes.
(C) To provide an in-depth investigation of a single event.
(D) To reconstruct past communication events.

263. How does analytical research differ from descriptive research?
(A) Analytical research describes "what" is happening, while descriptive research explains "why."
(B) Analytical research focuses on single cases, while descriptive research uses large populations.
(C) Analytical research seeks to explain relationships between variables, while descriptive research focuses on documenting characteristics.
(D) Analytical research is always quantitative, while descriptive research is always qualitative.

264. A researcher conducting an intensive investigation into the communication strategies of a single successful social movement would be using which research method?
(A) An applied study.
(B) A historical study.
(C) A longitudinal study.
(D) A case study.

265. According to the text, a research project commissioned by a corporation to determine the most persuasive messaging for a new product launch would be an example of:
(A) Applied research.
(B) Basic research.
(C) Historical research.
(D) Longitudinal research.

Direction : Please read the following source carefully.

The application of research methodologies is highly specialized within various fields of communication, including journalism, Public Relations (PR), and advertising. In journalism research, inquiries often focus on aspects like gatekeeping processes, framing analysis, media ethics, and the effects of news consumption on public opinion. Researchers might analyze content to identify bias or study the changing roles of journalists in the digital age. Public

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277. According to the passage, why is research on children's media considered a specialized and sensitive area?
(A) It primarily focuses on the transition of magazines to digital platforms.
(B) It requires analysis of large, publicly available datasets from the internet.
(C) It is mainly concerned with user-generated content and online communities.
(D) It deals with the developmental and cognitive effects on a vulnerable audience.

278. A study examining how a national Indian magazine frames issues of gender compared to its international counterparts would be an example of:
(A) Research in the specific Indian context.
(B) Research on social media practices.
(C) Research on children's educational media.
(D) Research on digital identity formation.

279. Which of the following research topics is most characteristic of studies on magazines, as described in the text?
(A) The dynamics of real-time online interactions.
(B) The spread of viral misinformation.
(C) Analysis of readership demographics and editorial content.
(D) The formation of digital identities in online communities.

280. The passage implies that research on the internet and social media may require innovative methods primarily because of:
(A) the static and unchanging nature of the content.
(B) the sensitivity of the child audience.
(C) the historical focus of magazine research.
(D) the need to analyze large, dynamic datasets.

Direction : Please read the following source carefully.

The quality and credibility of communication research hinge upon rigorous measurement, sampling, and validation procedures. Levels of measurement refer to the nature of the information that the values assigned to variables represent, forming a hierarchy that dictates which statistical analyses are appropriate. Sampling is the process of selecting a subset of a population for study, and it is broadly divided into probability and non-probability techniques. In probability sampling, every unit in the population has a known, non-zero chance of being selected, which is essential for making generalizations from the sample to the population. In contrast, non-probability sampling involves non-random selection, and while often more convenient, it limits the generalizability of the findings. To ensure the quality of data, researchers must conduct tests of validity and reliability. Validity refers to the extent to which a measurement tool accurately measures the concept it is intended to measure. Reliability, on the other hand, concerns the consistency and stability of the measurement tool; a reliable measure will produce similar results under consistent conditions. Additionally, scaling techniques are employed to create composite measures of complex constructs by combining multiple indicators into a single numerical score, allowing for more nuanced measurement.

Based on the above source, attempt the following five questions.

281. If a research study produces consistent results when repeated under the same conditions, the measurement tool is said to have high:
(A) Reliability.
(B) Validity.
(C) Probability.
(D) Generalizability.

282. A researcher wants to generalize the findings of a survey to the entire student population of a university. Which sampling technique would be most appropriate for this goal?
(A) Non-probability sampling.
(B) Probability sampling.
(C) Convenience sampling.
(D) Quota sampling.

283. What is the primary purpose of a 'scaling technique' in research?
(A) To select a representative sample from a population.
(B) To ensure that every unit has an equal chance of being selected.
(C) To combine multiple indicators into a composite measure of a construct.
(D) To test the accuracy of a measurement tool over time.

diverse research streams demonstrate how general communication research principles are adapted to the unique technological, narrative, and institutional characteristics of each specific medium.

Based on the above source, attempt the following five questions.

271. A research study that examines the recurring themes and visual style across a single director's body of work would be an application of:
(A) Audience reception theory.
(B) Cognitive impact analysis.
(C) Auteur theory.
(D) Political economy of media.

272. According to the passage, research in animation and graphics might investigate which of the following?
(A) The financial success of broadcasting networks.
(B) The effectiveness of animation in improving information retention.
(C) The historical development of television genres.
(D) The viewing patterns of GEC audiences exclusively.

273. An 'audience reception study' in the context of cinema research primarily aims to understand:
(A) how a film is produced and directed.
(B) the economic structure of the film industry.
(C) the technical specifications of cinematic projection.
(D) how different viewers interpret and make meaning from a film.

274. Research focused on analyzing audience viewing patterns and preferences for popular daily soap operas and reality shows would fall under the category of:
(A) Research on General Entertainment Content (GEC).
(B) Auteur theory studies.
(C) Research on animation and graphics.
(D) Textual analysis of cinematic texts.

275. The passage suggests that research across cinema, animation, and television is characterized by:
(A) the exclusive use of quantitative methods.
(B) a uniform and singular research approach.
(C) the adaptation of general principles to medium-specific characteristics.
(D) a primary focus on the financial aspects of media production.

Direction : Please read the following source carefully.

The contemporary media landscape, dominated by the internet, social media, magazines, and specialized children's media, presents unique subjects and challenges for communication research. Research concerning the internet and social media practices often investigates phenomena such as the formation of online communities, the spread of misinformation, user-generated content, and the dynamics of digital identity. These studies may require innovative methods to analyze large datasets and track fluid online interactions. Research in magazines, a more traditional medium, might focus on content analysis of editorial and advertising content, studies of readership demographics and psychographics, or the industry's transition to digital platforms. Children's media represents a particularly sensitive and specialized area of inquiry. Research here is concerned with the developmental, cognitive, and social effects of media content on young audiences. It involves assessing the appropriateness of content, the effectiveness of educational media, and concerns about commercialization and online safety. Across all these areas, a significant stream of inquiry is communication, journalism, and media research specifically within the Indian context, which examines how these global media forms and practices are adapted, interpreted, and utilized within India's unique socio-cultural environment.

Based on the above source, attempt the following five questions.

276. Research investigating the spread of "fake news" through platforms like Twitter and Facebook would be an example of research on:
(A) Social media practices.
(B) Magazine readership demographics.
(C) The transition of print to digital.
(D) The cognitive effects of children's media.

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incorrect.
(C) Statement I is correct, but Statement II is incorrect.
(D) Statement I is incorrect, but Statement II is correct.

218. An example of a 'non-parametric' statistical test is the:
(A) Mann-Whitney U test
(B) Paired t-test
(C) ANOVA
(D) Pearson correlation

219. A study that explores how social media is used by political activists to organize protests would be an example of research on:
(A) Cinema and animation
(B) Children's media
(C) Magazine readership
(D) Internet and social media practices

220. The final section of most research reports, which lists all the sources cited in the work, is called:
(A) The appendix
(B) The bibliography or references
(C) The index
(D) The abstract

221. Consider the following characteristics of a hypothesis:
(a) It should be clear and precise.
(b) It should be capable of being tested.
(c) It should state the relationship between variables.
(d) It should be complex and have multiple meanings.
(e) It is the same as a research question.
Which of the above statement(s) is/are correct?
(A) (a), (b), and (c) only
(B) (c), (d), and (e) only
(C) (a), (d), and (e) only
(D) (a), (b), and (d) only

222. An 'SMS survey' is a tool for data collection that is:
(A) A form of in-depth interviewing.
(B) A type of non-obtrusive observation.
(C) A method used in historical research.
(D) A media-specific method often used for quick polls.

223. What is the primary limitation of a 'cross-sectional' study design?
(A) It cannot be used to analyze changes or developments over time.
(B) It is too expensive and time-consuming.
(C) It only works with very small samples.
(D) It does not produce quantifiable data.

224. 'Content validity' of a questionnaire ensures that the items:
(A) Appear valid to the respondents.
(B) Adequately cover the entire scope of the concept being measured.
(C) Predict a future outcome accurately.
(D) Are internally consistent with each other.

225. Given below are two statements: one is labelled as Assertion (A) and the other is labelled as Reason (R).
Assertion (A): The methods of communication research in India have diversified with the growth of new media.
Reason (R): While traditional media research continues, there is a growing body of work on digital platforms, social media, and mobile communication.
In light of the above statements, choose the most appropriate answer from the options given below:
(A) Both A and R are true and R is the correct explanation of A.
(B) Both A and R are true but R is not the correct explanation of A.
(C) A is true but R is false.
(D) A is false but R is true.

226. The term 'constructs' in research refers to:
(A) Abstract ideas or concepts formulated for a scientific purpose.
(B) The physical tools used for data collection.
(C) The structure of the research report.
(D) The statistical software used for analysis.

227. A researcher investigating the accuracy of news reporting during a specific historical event is conducting what type of research?
(A) Experimental research
(B) Public Relations research
(C) Journalism and historical research
(D) An opinion poll

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284. A new questionnaire designed to measure 'political apathy' is administered. If the questionnaire actually measures 'lack of political knowledge' instead, it has a problem with:
(A) Reliability.
(B) Sampling.
(C) Scaling.
(D) Validity.

285. What is the fundamental difference between probability and non-probability sampling?
(A) Probability sampling is faster, while non-probability sampling is more accurate.
(B) Probability sampling is only for qualitative research, while non-probability is for quantitative.
(C) Probability sampling uses random selection, while non-probability sampling does not.
(D) Probability sampling is less expensive than non-probability sampling.

Direction : Please read the following source carefully.

The process of data collection in communication research involves a wide range of methods and tools, chosen based on the research question and design. Interviews and surveys are common methods for gathering self-reported data from participants. While both can use a structured set of questions, a key tool for an interview is often a schedule, which guides the conversation, whereas a survey typically employs a self-administered questionnaire. Case studies offer a more holistic approach, often combining multiple data collection tools to gain a deep, contextual understanding of a single unit of analysis. A crucial distinction in data collection is between obtrusive and non-obtrusive techniques. Obtrusive techniques, like direct observation or interviews, involve the researcher's presence being known to the subjects, which can potentially influence their behavior. In contrast, non-obtrusive techniques, such as analyzing public records or garbage, collect data without the subjects' awareness, thus minimizing reactivity. Ethnography is an immersive, long-term method where the researcher becomes part of the community being studied to gain an insider's perspective. Another tool, the diary method, requires participants to record their thoughts, feelings, or behaviors over a period, providing rich, longitudinal data from their own point of view.

Based on the above source, attempt the following five questions.

286. A researcher who lives within a remote community for a year to understand its communication patterns is employing which method?
(A) A survey.
(B) A case study.
(C) A non-obtrusive technique.
(D) Ethnography.

287. What is the main potential drawback of obtrusive data collection techniques?
(A) They are always less ethical than non-obtrusive techniques.
(B) They can only be used in case studies.
(C) The researcher's presence may alter the behavior of the subjects.
(D) They cannot be used to collect quantitative data.

288. According to the passage, what is a primary difference between a schedule and a questionnaire?
(A) A schedule is used in interviews, while a questionnaire is often self-administered in surveys.
(B) A schedule is for quantitative data, while a questionnaire is for qualitative data.
(C) A schedule is a non-obtrusive tool, while a questionnaire is an obtrusive tool.
(D) A schedule is used in ethnography, while a questionnaire is used in case studies.

289. A study that asks participants to keep a daily log of their media consumption for a month is using the:
(A) Ethnography method.
(B) Obtrusive observation method.
(C) Case study method.
(D) Diary method.

290. Analyzing the content of letters to the editor in a newspaper to gauge public sentiment without interacting with the letter-writers is an example of a(n):
(A) Non-obtrusive technique.
(B) Obtrusive technique.
(C) Survey.

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30. (D) Researcher immersion in a social setting for deep cultural understanding.
Ethnography is a qualitative research method rooted in anthropology that involves the researcher's long-term immersion within a specific social or cultural group. Through participant observation and field notes, the ethnographer seeks to understand the group's behaviors, beliefs, and interactions from an insider's perspective. This approach provides a rich, holistic understanding of the cultural context and the meanings that individuals assign to their communication practices, which cannot be achieved through more detached or quantitative research methods.

31. (A) (a), (b), and (c) only
Advertising research utilizes a variety of methods to evaluate campaign effectiveness and understand consumer behavior. This includes copy testing, which measures the potential impact of specific advertisements before they are fully released. While qualitative methods like focus groups are common, advertising research also relies heavily on quantitative data, such as market trends and survey results. Therefore, it is incorrect to characterize the field as exclusively qualitative, as it integrates both approaches to provide a comprehensive analysis for strategic decision-making.

32. (B) t-test
A t-test is a fundamental statistical tool used to determine if there is a significant difference between the means of two distinct groups. It evaluates whether the observed variation in averages is likely due to the researcher's intervention or simply the result of random chance. This test is essential in communication research for comparing outcomes, such as attitude scores between an experimental group and a control group, providing a mathematical basis for supporting or rejecting research hypotheses.

33. (B) A concise summary of the purpose, methods, key findings, and conclusions.
An abstract is a brief but comprehensive summary of a research paper, typically appearing at the beginning. Its primary purpose is to provide readers with a quick overview of the study's essential elements, including the research problem, the methodology employed, the most significant findings, and the final conclusions. A well-written abstract allows other scholars to determine the relevance of the study to their own work without needing to read the entire document immediately, facilitating efficient literature reviews.

34. (A) A longitudinal content analysis
Studying the representation of women in cinema over several decades requires a longitudinal content analysis. This approach involves the systematic categorization and measurement of media content over an extended period to identify trends, changes, and patterns. By examining films across different eras, researchers can track how societal attitudes and cinematic portrayals have evolved. This method combines the descriptive power of content analysis with the temporal perspective of longitudinal research to provide a comprehensive historical overview of media representation.

35. (C) To test the clarity and effectiveness of the questionnaire.
A pilot study is a small-scale preliminary version of a larger research project. Its main goal is to identify potential problems in the research design, particularly regarding the clarity and flow of the questionnaire. By testing the instrument on a small group of participants, researchers can ensure that instructions are understood, questions are unambiguous, and the overall data collection process is efficient. This step is crucial for refining the tools and procedures before committing significant resources to the main study.

36. (A) (b), (a), (c), (d), (e)
A standard research report follows a logical structure to ensure clarity and coherence. It typically begins with an abstract to summarize the study, followed by an introduction that defines the problem. The methodology section details how the research was conducted, while the findings section presents the results of the data analysis. Finally, the conclusion interprets these results and discusses their broader implications. Adhering to this sequence allows readers to follow the researcher's logical progression from conceptualization to final interpretation.

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facilitating complex statistical analysis and the management of large datasets. Following analysis and interpretation, the researcher must adhere to strict ethical considerations in communication, media, and journalism research. This includes protecting participant anonymity, ensuring informed consent, and crucially, avoiding plagiarism by properly attributing all sources. The final step is the meticulous writing of research reports, which must transparently detail the methodology, findings, and limitations of the study, thereby contributing to the body of scholarly knowledge in an honest and verifiable manner.

Based on the above source, attempt the following five questions.

296. According to the passage, what is the purpose of applying 'tests of significance' in data analysis?
(A) To determine the number of variables to be included in a study.
(B) To test the variance between univariate and bivariate data.
(C) To choose between parametric and non-parametric tests.
(D) To determine if the research results are likely due to something other than random chance.

297. A researcher analyzing the relationship between media consumption, political affiliation, and voting intent simultaneously is conducting a:
(A) Multivariate analysis.
(B) Univariate analysis.
(C) Bivariate analysis.
(D) Non-parametric analysis.

298. The passage emphasizes that avoiding plagiarism is a key component of which aspect of the research process?
(A) Data collection.
(B) Ethical considerations and writing research reports.
(C) The application of statistical tests.
(D) Computer-mediated research.

299. The choice between using a parametric or a non-parametric statistical test primarily depends on:
(A) the number of participants in the study.
(B) the ethical considerations of the research.
(C) the data's characteristics, such as its level of measurement.
(D) whether the research is computer-mediated.

300. What is described as the final step of the research process in the passage?
(A) The writing of a transparent research report.
(B) The collection of data through surveys.
(C) The application of tests of significance.
(D) The protection of participant anonymity.

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of programming, including soap operas, reality shows, game shows, and dramas that are designed to appeal to a broad audience. Researchers analyze GEC to understand viewership trends, audience preferences, and the effectiveness of programming strategies. This data is vital for broadcasters and advertisers seeking to maximize their reach and engagement levels.

16. (B) Chi-square test
Non-parametric statistical tests are used when data does not meet the strict assumptions of normality required by parametric tests. The Chi-square test is a prominent example, often employed to determine if there is a significant association between categorical variables. Unlike t-tests or ANOVA, which analyze continuous data and assume a normal distribution, non-parametric methods are flexible and suitable for nominal or ordinal data, making them valuable tools in diverse communication research scenarios.

17. (B) An in-depth, multifaceted investigation of a single social phenomenon.
A case study is a qualitative research method focused on an in-depth, comprehensive examination of a specific entity, such as an individual, a group, or an event. This approach allows researchers to explore complex phenomena within their real-life context using multiple sources of evidence. By providing rich, detailed insights into a particular instance, case studies help in developing theories or understanding unique situations that cannot be fully captured through large-scale surveys or controlled laboratory experiments.

18. (A) (d), (b), (c), (a)
Measurement levels range from simple classification to complex mathematical relationships. The nominal level is the most basic, used for labeling categories. Ordinal measurement introduces a specific rank or order. Interval measurement adds consistent distances between values but lacks a true zero. Finally, the ratio level is the most informative, possessing a true zero point that allows for statements about proportions. This hierarchy determines the types of statistical analyses that can be performed on the collected research data.

19. (A) Both Statement I and Statement II are correct.
Reliability and validity are essential criteria for evaluating measurement quality in research. Reliability refers to the consistency of a measure, ensuring it produces stable results over time or across different observers. Validity concerns the accuracy of a measure, assessing whether it truly captures the specific concept it was designed to evaluate. A measurement can be reliable without being valid, but it must be reliable to be considered valid within the context of scientific inquiry and data analysis.

20. (D) In-depth interviews and ethnography.
Understanding the lived experiences and subjective realities of individuals, such as journalists in conflict zones, requires qualitative methods like in-depth interviews and ethnography. These approaches allow researchers to gather rich, detailed narratives and observe behaviors in their natural environment. By prioritizing the participants' perspectives, qualitative inquiry provides a deeper understanding of complex human experiences that cannot be adequately captured through structured surveys or controlled experiments which focus on quantifiable data and predetermined response categories.

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21. (C) (a), (c), and (e) only
Probability sampling techniques ensure that every member of a population has a known and non-zero chance of being selected, allowing for statistical generalization. Simple random sampling, stratified sampling, and systematic sampling are key examples of this approach. In contrast, quota and convenience sampling are non-probability methods that rely on the researcher's judgment or the ease of access to participants. Selecting probability-based methods is essential for achieving representative samples and reducing bias in quantitative communication research projects.

22. (B) A single variable
Univariate analysis is the simplest form of statistical data analysis, focusing on a single variable in isolation. The primary goal is to describe the data and find patterns within that specific variable, often using measures like mean, median, mode, and standard deviation. By examining variables one at a time, researchers can understand the distribution and characteristics

phenomena in their original context rather than through the systematic control of variables.

8. (A) P-2, Q-3, R-4, S-1
Different research types target specific goals. Descriptive research documents the characteristics of a population, while analytical research uses existing data to test hypotheses. Applied research focuses on finding solutions for immediate, practical problems. Experimental research is uniquely designed to explore cause-and-effect relationships by manipulating variables. Understanding these distinctions is crucial for selecting the appropriate methodology that aligns with the specific objectives and desired outcomes of a communication study.

9. (C) To provide a structured framework for data collection and analysis.
A research design serves as the master plan or blueprint for conducting a study. Its primary function is to outline the specific procedures and methods that will be used to collect and analyze information. By establishing a clear structure, the design ensures that the research remains focused on its objectives and that the data obtained is relevant for addressing the central research questions or testing the formulated hypotheses effectively.

10. (A) Historical research
Investigating past events, such as the history of press censorship during a specific political era, requires a historical research approach. This method involves the systematic collection and critical evaluation of primary sources like official documents, newspaper archives, and personal records from that time. By analyzing these materials, researchers can reconstruct the sequence of events, understand the socio-political context, and explain how past occurrences shaped current media environments.

11. (B) (a) and (c) only
Plagiarism involves the unethical practice of using someone else's ideas, words, or intellectual property without providing proper credit or attribution. This includes presenting another person's work as one's own, which violates the principles of academic integrity. While incorrect citations due to mistakes are problematic, they are generally distinguished from intentional plagiarism. Proper paraphrasing with correct citations is an acceptable academic practice, as it acknowledges the original source while integrating information into new work.

12. (B) A cross-sectional study
A cross-sectional study is designed to examine a phenomenon or collect data at a single point in time. This approach provides a snapshot of the current state of variables, such as brand awareness following a specific media campaign. Unlike longitudinal studies, which track changes over extended periods, cross-sectional research focuses on the present condition. It is a highly efficient method for describing characteristics or exploring relationships within a population at a specific moment.

13. (C) A schedule is filled by the enumerator/researcher, while a questionnaire is filled by the respondent.
The primary distinction between a schedule and a questionnaire lies in the method of administration. A schedule is a set of questions that a researcher or enumerator reads to a respondent, recording the answers personally. In contrast, a questionnaire is a self-administered tool that the respondent completes independently. While both instruments are used to gather data, schedules often allow for higher response rates and more detailed clarifications during face-to-face or telephone-based data collection processes.

14. (A) Both A and R are true and R is the correct explanation of A.
Non-probability sampling techniques do not rely on random selection, meaning not every individual in a population has an equal chance of inclusion. These methods are driven by the researcher's subjective criteria or specific needs rather than mathematical probability. Because the selection process is based on personal judgment or convenience, the results cannot be easily generalized to the entire population with the same statistical precision as probability-based methods used in large-scale quantitative communication studies.

15. (A) General Entertainment Content
In the television industry and media research, the acronym GEC stands for General Entertainment Content. This category encompasses a wide range

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(D) Interview.

Direction : Please read the following source carefully.

Modern communication research leverages a variety of specialized, often technology-mediated, tools for data collection, particularly for gauging public opinion and audience behavior. Internet-based tools have revolutionized data gathering, allowing for large-scale online surveys, digital ethnography, and the analysis of online content. In the realm of media and political research, media-specific methods are prevalent. Exit polls are conducted immediately after voters leave polling stations to predict election outcomes and understand voting behavior. Similarly, opinion polls are surveys of public opinion on a particular issue or candidate, often conducted via telephone. The proliferation of mobile technology has given rise to telephone and SMS surveys, which offer a rapid and direct way to reach a broad audience. In the context of broadcast media, especially concerning General Entertainment Content (GEC), voting mechanisms integrated into television shows, often via SMS or dedicated apps, serve as a direct, albeit self-selected, measure of audience preference and engagement. These methods are characterized by their immediacy and ability to capture real-time responses, though researchers must be mindful of potential biases related to sampling and technology access.

Based on the above source, attempt the following five questions.

291. What is the primary purpose of an exit poll as described in the passage?
(A) To gauge public opinion on a general issue long before an election.
(B) To measure audience engagement with General Entertainment Content.
(C) To predict election outcomes by surveying voters just after they have voted.
(D) To conduct long-term ethnographic research on voting behavior.

292. SMS surveys and telephone surveys are highlighted in the passage as methods that offer:
(A) A rapid and direct means of reaching an audience.
(B) Deep, qualitative insights into participant motivations.
(C) Guaranteed representative samples of the entire population.
(D) A way to avoid all potential research biases.

293. Voting via SMS for a contestant on a reality TV show is presented as a method to measure:
(A) The outcome of a political election.
(B) Public opinion on a controversial issue.
(C) The reliability of internet-based survey tools.
(D) Audience preference and engagement with GEC.

294. A potential limitation mentioned for technology-mediated methods like SMS surveys and internet-based tools is:
(A) the slow speed at which data is collected.
(B) the difficulty in analyzing the collected data.
(C) the high cost associated with these methods.
(D) potential biases related to sampling and technology access.

295. According to the text, how are opinion polls typically conducted?
(A) By interviewing voters immediately after they leave the polling station.
(B) By analyzing online content and user-generated data.
(C) Through surveys, often conducted via telephone, on a specific issue.
(D) Through SMS voting integrated into television shows.

Direction : Please read the following source carefully.

The culmination of the research process involves data analysis, interpretation, and the ethical reporting of findings. After data collection, the researcher engages in data analysis, which can involve a variety of statistical tests. A key distinction is between parametric and non-parametric tests, with the choice depending on the data's level of measurement and distribution. Further analysis may involve tests of variance to examine the differences between groups, which can be univariate (one variable), bivariate (two variables), or multivariate (multiple variables). Tests of significance are then applied to determine the likelihood that the observed results are not due to random chance. With the rise of technology, computer-mediated research has become integral,

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of individual attributes before moving on to more complex bivariate or multivariate analyses that explore relationships between different variables.

23. (D) A face-to-face interview.
Obtrusive data collection methods involve direct interaction between the researcher and the participants, making the subjects aware that they are being studied. A face-to-face interview is a classic example, as the physical presence of the interviewer can influence the respondent's behavior or answers. Conversely, non-obtrusive methods, such as content analysis or observing from a distance, do not interfere with the natural state of the subjects, thereby reducing the potential for reactive bias in the gathered data.

24. (A) The lack of random assignment of subjects to groups.
The fundamental difference between a true experiment and a quasi-experimental design is the method of participant assignment. True experiments utilize random assignment to ensure that experimental and control groups are comparable at the start. Quasi-experiments, however, lack this randomization, often because the researcher is working with pre-existing groups or in real-world settings where random assignment is not possible. While quasi-experiments still involve variable manipulation, the lack of randomization limits their internal validity and causal certainty.

25. (C) Interpretation of data and report writing
After data collection and analysis are completed, the final essential step in the research process is the interpretation of results and the production of a formal report. This stage involves assigning meaning to the statistical findings and relating them back to the original research questions and theoretical framework. Clear report writing ensures that the study's methodology, results, and conclusions are accurately documented and ready for dissemination to the academic community or other relevant stakeholders for further evaluation.

26. (B) P-3, Q-2, R-4, S-1
Different data collection instruments serve specific roles in research. An interview facilitates direct verbal interaction to gather qualitative insights, while a diary allows for self-reporting experiences over a period of time. Questionnaires provide a structured set of written questions for self-administration by respondents. Finally, checklists are utilized during observations to systematically record the presence or absence of specific behaviors or items in a structured and efficient manner.

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27. (A) Both A and R are true and R is the correct explanation of A.
Research involving children necessitates heightened ethical scrutiny because they are considered a vulnerable population with limited capacity to fully understand potential risks. Consequently, obtaining informed consent is a mandatory two-step process involving both the legal guardians and the children themselves. These safeguards ensure that the research is conducted with respect for the participants' rights and welfare, protecting them from any potential physical, psychological, or social harm throughout the entire data collection and reporting process.

28. (B) A double-barreled question
A double-barreled question is an inquiry that asks about two distinct issues but allows only a single answer. In the context of government policy, asking if it is both effective and fair is problematic because a respondent might find it effective but not fair, or vice versa. Such questions lead to ambiguous data because the researcher cannot determine which part of the question the respondent was actually addressing. Clear survey design requires separating these into two independent questions.

29. (C) The type of media content (violent vs. non-violent) shown to participants.
In an experimental research design, the independent variable is the factor that the investigator actively manipulates to observe its effect on another variable. When studying the impact of media on children, the specific type of content shown, such as violent versus non-violent programming, serves as the independent variable. The resulting behavior or attitude measured after exposure, such as aggression levels, represents the dependent variable, as its value is expected to depend on the manipulated media content.

The ratio level of measurement is the most sophisticated level of data classification. It possesses all the characteristics of nominal, ordinal, and interval scales, with the critical addition of a true zero point. This absolute zero indicates the complete absence of the property being measured, such as age, weight, or income. The existence of a true zero allows researchers to make meaningful statements about the relative proportions or ratios between different values, such as one value being twice as large as another.

45. (C) Literature review
A literature review is a critical stage in the research process involving the systematic identification and evaluation of existing scholarly work related to a specific topic. Its primary purpose is to situate the new study within the context of current knowledge, identify gaps in previous research, and provide a theoretical foundation for the investigation. By synthesizing the findings and methods of earlier scholars, researchers can avoid duplication and develop more refined research questions and hypotheses for their own original projects.

46. (C) P-3, Q-2, R-4, S-1
Scaling techniques provide different ways to measure attitudes and opinions. The Likert scale uses levels of agreement with statements, while the Thurstone scale often involves ranking items by preference. The Guttman scale is cumulative, where agreement with an intense item implies agreement with milder ones. Finally, the Semantic Differential scale measures the connotative meaning of concepts using bipolar adjectives. Each technique offers unique advantages for capturing the complexity of human perceptions and subjective experiences in social science research.

47. (A) Using multiple methods or data sources to develop a comprehensive understanding of a phenomenon.
Triangulation is a powerful research strategy that involves using multiple methods, theories, or data sources to investigate a single phenomenon. By approaching a research problem from different angles, investigators can cross-verify their findings and increase the overall validity and credibility of their conclusions. This approach helps to overcome the limitations inherent in any single research method, providing a more robust and comprehensive understanding of complex communication issues that might be missed by a more narrow or one-dimensional study.

48. (B) Probability sampling
Random digit dialing (RDD) is a technique used in telephone surveys to ensure that every possible phone number has an equal chance of being selected. This method falls under the category of probability sampling because it utilizes a randomized process to identify participants, rather than relying on the researcher's convenience. By including unlisted and newly assigned numbers, RDD helps to create a more representative sample of the population, which is essential for making accurate statistical generalizations about public opinion or behavior.

49. (A) Both Statement I and Statement II are correct.
Descriptive research and analytical research serve different but complementary roles in the research process. Descriptive research focuses on accurately documenting the characteristics of a population or phenomenon, providing a clear "what" of the situation. Analytical research goes a step further by using existing information to critically evaluate data and test hypotheses about the relationships between variables, often addressing the "why" or "how." Both approaches are essential for building a comprehensive understanding of complex issues in communication and media studies.

50. (A) Snowball sampling
Snowball sampling is a non-probability technique often employed when studying hidden or hard-to-reach populations. The process begins with a few initial participants who meet the study criteria and then leverages their social networks to recruit additional members. This chain-referral system allows researchers to access individuals who might otherwise be inaccessible through traditional random sampling methods. It is particularly useful for exploring marginalized groups or specialized professional communities within communication studies where a complete sampling frame is unavailable.

51. (C) (a), (b), and (c) only
A research design is the fundamental blueprint that guides a study from start to finish. It must be

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37. (D) Statement I is incorrect, but Statement II is correct.
Computer-mediated research is a broad field that encompasses much more than just online surveys. It includes any research activity where computers and digital technologies are utilized for data collection, complex statistical analysis, or the simulation of communication processes. This involves methods like digital ethnography, social media data mining, and the use of specialized software for both qualitative and quantitative studies. Therefore, it is essential to recognize the diverse ways computers enhance the modern research landscape beyond simple data gathering.

38. (B) Both A and R are true but R is not the correct explanation of A.
A null hypothesis (H0) is a statistical statement proposing that no relationship or difference exists between the variables being studied. Researchers typically attempt to reject this null hypothesis to find support for their alternative or research hypothesis (H1), which predicts a significant effect. While both statements are true individually, the reason provided does not explain the definition of the null hypothesis itself. Instead, it describes the general logic used in hypothesis testing to validate a researcher's predictions through empirical evidence.

39. (D) The degree to which a measure relates to other variables as expected within a theoretical framework.
Construct validity assesses how well a research instrument measures the theoretical concept it is intended to capture. This is determined by examining how the measure relates to other variables in a manner that is consistent with established theories. For example, a measure of media literacy should correlate positively with critical thinking skills if theory suggests they are linked. High construct validity ensures that the empirical results truly reflect the underlying psychological or sociological concepts being investigated in the study.

40. (A) Is conducted before an election to gauge public opinion.
Opinion polls and exit polls are both used to understand voter sentiment, but they occur at different times. An opinion poll is conducted before an election to assess public preferences and predict potential outcomes based on a sample of the electorate. In contrast, an exit poll is conducted on election day as voters leave polling stations, capturing their actual behavior. Understanding this temporal distinction is essential for interpreting the data and its relevance to political forecasting and media analysis.

41. (D) All of the above
Communication research in animation and graphics covers a wide range of topics, from visual aesthetics to narrative structure. Investigators may assess how character designs appeal to viewers or measure audience engagement with graphic novels. Technical aspects, such as determining optimal frame rates for smooth motion, are also researched to enhance the viewer experience. Furthermore, analyzing the financial success of animated films provides insight into market trends and industry health, demonstrating the multifaceted nature of research in this creative and technical field.

42. (A) An independent variable
In the context of causal research, an independent variable is the factor that is presumed to influence or cause a change in another variable. Researchers manipulate or observe the independent variable to determine its impact on the dependent variable, which is the outcome being measured. For example, if a study investigates how different advertising styles affect consumer attitudes, the advertising style is the independent variable. Understanding this relationship is fundamental for designing experiments that seek to establish clear cause-and-effect connections.

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43. (D) Hypothesis - A proven statement of fact about a relationship.
A hypothesis is not a proven fact; rather, it is a tentative, testable prediction about the relationship between two or more variables. It serves as a guide for the research process, providing a specific claim that can be supported or rejected through empirical observation and data analysis. In contrast, a fact is a statement that has already been proven to be true. Confusing these terms undermines the scientific process, which relies on testing hypotheses to build a body of verified knowledge over time.

44. (B) Ratio

ANSWERS

1. (B) An abstract concept specifically created and defined for scientific measurement.
In scientific research, a construct refers to an abstract idea or conceptual element that is intentionally developed to represent a specific phenomenon. These mental frameworks allow researchers to define complex and non-observable behaviors or traits in a way that makes them measurable within a study. By formalizing these concepts, investigators can translate theoretical ideas into empirical data, facilitating a systematic and objective analysis of communication processes.

2. (D) Statement I is incorrect, but Statement II is correct.
A hypothesis serves as a tentative and testable prediction regarding the relationship between variables rather than a proven fact. In contrast, a variable is defined as any characteristic or attribute that is capable of taking on different numerical or categorical values. Research projects utilize variables to measure variations within a population, while hypotheses provide the logical framework needed to evaluate these changes through empirical observation and data.

3. (C) Research conducted to expand existing knowledge and verify theoretical frameworks.
Basic research, often called pure or fundamental research, is driven by the desire to expand the boundaries of human knowledge within a specific field. Its primary objective is to develop, test, and refine theoretical frameworks rather than providing solutions to immediate practical concerns. By exploring the underlying principles of communication, this type of inquiry builds a solid foundation for future studies and practical applications in diverse media environments.

4. (D) Journalism research to gauge voter behavior immediately after voting.
An exit poll is a specialized data collection method used within journalism and political research to analyze voting patterns. Researchers conduct these surveys by interviewing voters immediately after they leave polling stations on election day. This technique provides real-time data on voter choices and demographic trends, allowing media outlets to predict election outcomes and understand the factors that influenced the behavior of the electorate during the voting process.

5. (A) Both A and R are true and R is the correct explanation of A.
Quantitative research relies heavily on statistical tests to analyze numerical data gathered from a specific sample. These mathematical tools are essential because they provide a standardized method for making broader inferences about an entire population based on limited data. By applying these tests, researchers can determine the probability that their observed results occurred by chance, thereby establishing the scientific significance and reliability of their final findings within communication studies.

6. (B) Confidentiality
Maintaining the privacy of individuals involved in a study is a fundamental ethical requirement in social science research. This principle ensures that no personal information or identifying characteristics are disclosed in reports or public documents. By protecting the identity of participants, researchers uphold the integrity of the process and encourage honest responses. This practice differs from anonymity, where the researcher never knows the specific identity of the subjects.

7. (D) Prolonged in-depth observation conducted within a natural social setting.
Classical experimental designs are characterized by the researcher's ability to manipulate an independent variable and randomly assign subjects to experimental or control groups. This structured approach allows for the establishment of cause-and-effect relationships under controlled conditions. Conversely, prolonged in-depth observation in natural settings is a hallmark of ethnographic or qualitative research. Such methods prioritize understanding social

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finalized before data collection begins to ensure that the methods for gathering and analyzing information are aligned with the research questions. The choice of design is directly influenced by the specific goals of the project, providing a logical structure for the entire investigation. Finalizing the design only after data collection is complete would undermine the systematic and objective nature of the scientific research process.

52. (D) Informed consent
Informed consent is a primary ethical principle in research involving human participants. It requires researchers to provide potential subjects with all necessary information about the study's purpose, procedures, potential risks, and benefits before they agree to take part. This process ensures that individuals can make a voluntary and informed decision about their participation. Respecting the autonomy of participants through informed consent is essential for maintaining ethical standards and protecting the rights and welfare of those involved in the research project.

53. (C) Content analysis
Content analysis is a quantitative research method used to systematically categorize and analyze the characteristics of communication content. Researchers use this approach to identify the frequency of specific words, themes, or images within media texts like television news reports or newspaper articles. By applying objective coding rules, investigators can uncover patterns and trends in media representation that might not be obvious through casual observation. This method is highly effective for studying large volumes of media data over time or across different outlets.

54. (A) Both A and R are true and R is the correct explanation of A.
A large sample size is often desirable in research, but it does not automatically ensure that the sample is representative of the entire population. If the underlying sampling method is biased, such as using a convenience sample of easily accessible people, even a massive number of participants will not accurately reflect the diversity of the larger group. Representativeness depends more on the use of randomized, probability-based selection methods that give every individual an equal chance of being included in the study.

55. (D) Participants' behavior is altered because they are aware they are being observed.
The Hawthorne effect is a phenomenon where individuals modify their behavior in response to the awareness that they are being observed by researchers. This can lead to distorted data, as participants may perform better or act differently than they would in their natural, unobserved state. Recognizing this effect is crucial for researchers, as it can compromise the external validity of a study. To mitigate this, investigators often use non-obtrusive observation techniques or allow participants to acclimate to the presence of the researcher over time.

56. (A) Categorial
In statistics and research methodology, there are four standard levels of measurement: nominal, ordinal, interval, and ratio. These levels describe the nature of the data and determine the appropriate statistical tests. Nominal data categorizes items, ordinal data adds ranking, interval data provides consistent distances between values, and ratio data includes a true zero point. While the term "categorical" is often used to describe nominal or ordinal data, it is not considered one of the four formal levels in the measurement hierarchy.

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57. (C) The number of hours spent on social media and the level of self-esteem.
Bivariate analysis is a statistical method used to examine the relationship between two different variables simultaneously. It aims to determine if there is an association or correlation between them, such as how the amount of time spent on social media might be linked to an individual's level of self-esteem. By analyzing two variables together, researchers can identify patterns and potential influences that are not apparent when variables are studied in isolation through univariate analysis, which focuses on describing single attributes.

58. (B) (b), (a), (d), (c)
A longitudinal study follows a logical chronological progression to track changes over time. It begins with formulating the research problem and objectives, followed by defining the sample and collecting initial baseline data. The researcher then conducts follow-up data collection at predetermined intervals to capture

113. (B) Applied research
Applied research is specifically designed to solve practical, real-world problems or to provide immediate information for decision-making. When a media organization conducts research to address a specific challenge, such as declining viewership or the effectiveness of a new programming strategy, it is engaging in applied research. This type of inquiry is highly utilitarian and focused on providing actionable insights that can be used to improve organizational performance and achieve specific communication goals. Unlike basic research, applied research is driven by practical necessity rather than the desire to expand theoretical knowledge for its own sake.

114. (A) Capturing participants' thoughts, feelings, and actions in real-time.
Using a diary as a research tool allows participants to record their thoughts, feelings, and actions as they occur in their natural, everyday environment. This method is particularly beneficial for capturing real-time experiences and for tracking changes and patterns over a period of time. Diaries provide a rich source of qualitative data that reflects the subjective reality of the participant, offering insights that might be missed in a single interview or survey. However, this approach relies heavily on the honesty and diligence of the participants in maintaining their records consistently.

115. (C) Refine the research instrument (e.g., questionnaire).
A pilot test is a small-scale preliminary study conducted before a larger research project. Its primary purpose is to test and refine the research instruments, such as questionnaires or interview schedules, to ensure they are clear, understandable, and effective for data collection. By identifying potential problems and ambiguities in the early stages, researchers can make necessary adjustments and improve the overall quality and reliability of their tools. This step is essential for ensuring that the main study runs smoothly and that the data collected is accurate and meaningful.

116. (A) P-3, Q-1, R-2, S-4
Different areas of communication research address unique sets of questions. Public relations research might explore how crisis communication affects a company's reputation, while cinema studies could investigate the influence of camera angles on audience perception. Journalism research often looks at historical developments, such as the evolution of newspaper coverage. Social media research examines contemporary issues like the spread of misinformation during elections. Matching research questions to their appropriate domains is essential for selecting the right theoretical frameworks and methodologies to effectively investigate complex media and communication phenomena.

117. (C) One variable at a time
Univariate analysis is the most basic form of statistical analysis, focusing on the description and summary of a single variable in isolation. The primary goal is to understand the distribution, central tendency, and dispersion of that specific variable, using measures like mean, median, mode, and standard deviation. By examining variables one at a time, researchers can gain a clear understanding of the characteristics of individual attributes before progressing to more complex bivariate or multivariate analyses that explore the relationships and interactions between multiple variables in a dataset.

118. (B) Beneficence
Beneficence is a core ethical principle in research that requires investigators to maximize the potential benefits of their study while minimizing any potential risks or harm to participants. This principle ensures that the research is conducted in a way that is socially valuable and that the welfare of the subjects is always a primary consideration. Researchers must carefully assess the potential impact of their work and ensure that the knowledge gained justifies any burdens placed on the participants. Upholding beneficence is essential for maintaining public trust and ensuring the ethical integrity of scientific research.

119. (A) Both Statement I and Statement II are correct.
Simple random sampling and stratified sampling are both important probability sampling methods. In simple random sampling, every individual in a population has an equal and independent chance of being selected, ensuring a fair and representative sample. Stratified

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the results are not just the product of random factors or measurement error. While reliability is necessary, it does not guarantee validity, as a test can be consistent without accurately measuring the intended concept.

66. (A) P-3, Q-2, R-1, S-4
Foundational terms in research have specific definitions that are crucial for clear communication. Validity refers to the accuracy of a measure, while reliability focuses on its consistency. The population is the entire group of interest, and a sample is a smaller subset selected for actual study. Understanding these distinctions allows researchers to design studies that are both precise and representative, ensuring that the results obtained from the sample can be meaningfully applied to understand the broader characteristics of the entire population being investigated.

67. (A) Both Statement I and Statement II are correct.
Public relations research encompasses both basic and applied approaches. Applied research is highly practical, aiming to solve specific problems for organizations, such as managing a crisis or improving brand reputation. Basic research, on the other hand, focuses on building a deeper theoretical understanding of communication and persuasion processes without immediate concern for practical utility. Both types are essential, as basic research provides the theoretical foundations that inform the strategies and tactics developed through applied research for real-world PR challenges.

68. (D) A media-specific method for gathering audience feedback.
Media researchers use specialized tools like SMS surveys and live voting to collect real-time feedback from audiences, particularly regarding general entertainment content like reality shows. These methods allow broadcasters to engage directly with viewers and gather quantifiable data on their preferences and behavior. This media-specific approach provides immediate insights into audience sentiment and engagement levels, which is valuable for both content producers and advertisers. It represents an evolution in data collection that leverages modern mobile technology to understand contemporary media consumption patterns.

69. (D) A is false but R is true.
The definition and scope of communication research are not static; they have evolved significantly over time in response to technological and social changes. The emergence of new media like the internet and social media has necessitated the development of new theoretical frameworks and innovative research methods. While traditional approaches remain relevant, the field has expanded to address digital communication practices, online communities, and the impact of algorithmic media. This ongoing evolution ensures that communication research remains a dynamic and relevant area of scientific inquiry.

70. (B) The sampling procedure.
A sampling procedure is a vital component of any research design, as it details how a researcher will select the individuals or items that will be included in the study. This plan is essential for ensuring that the sample is representative of the larger population, which is a prerequisite for making accurate statistical generalizations. A well-defined sampling strategy addresses issues of size, selection criteria, and potential bias, providing a clear roadmap for the data collection phase and enhancing the overall validity of the study.

71. (B) (b), (c), and (e) only
Non-probability sampling methods involve selecting participants based on the researcher's judgment or convenience rather than random selection. Key examples include convenience sampling, purposive sampling, and quota sampling. These methods are often more practical for exploratory or qualitative research where the primary goal is not statistical generalization. In contrast, simple random and stratified sampling are probability-based methods that ensure every individual has a known chance of being chosen. Recognizing these distinctions is crucial for selecting a sampling strategy that aligns with the study's specific objectives and constraints.

72. (A) Determine the probability that the observed results are due to chance.
In quantitative research, a test of significance is used to evaluate the likelihood that the observed patterns or differences in a dataset are the result of random chance. By calculating a p-value,

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respondents indicate their level of agreement, ranging from 'Strongly Agree' to 'Strongly Disagree'. By assigning numerical values to these responses, researchers can quantify subjective attributes and perform statistical analysis to identify patterns and trends in public sentiment. This tool is highly effective for capturing the intensity of feelings on a wide range of social and communication-related topics.

100. (D) The effectiveness of different advertising jingles.
Journalism research focuses on the practices, ethics, and societal impact of news production and dissemination. This includes studying media ownership, the challenges faced by reporters, and the changing role of gatekeepers in the digital age. In contrast, investigating the effectiveness of advertising jingles is a specialized area of advertising and marketing research, which focuses on consumer behavior and brand promotion. While both fields are related to communication, they have distinct goals and focus on different aspects of the media landscape, and journalism studies prioritize the news and information function of media.

101. (A) (a), (b), (c), (d), (e)
The research process follows a logical and systematic sequence of steps to ensure rigorous and meaningful results. It begins with a literature review to understand the current knowledge and identify gaps. This leads to the formulation of a testable hypothesis, which in turn guides the data collection and analysis phases. Finally, the researcher interprets the findings and makes generalizations that contribute to the field. Adhering to this structured approach ensures that the study is well-grounded, logically sound, and that the conclusions are supported by empirical evidence.

102. (B) An operational definition
An operational definition is a specific and practical description of how a researcher will measure or manipulate a concept in a study. It translates abstract theoretical ideas into observable and concrete actions. For example, if 'academic success' is a concept, an operational definition might be 'a student's final grade point average.' By providing clear and precise instructions for measurement, operational definitions ensure that the research is transparent and that other investigators can replicate the study using the same criteria and procedures for gathering data.

103. (D) Dependent variable
In research, the dependent variable is the outcome or characteristic that the researcher seeks to explain or predict. It is the factor that is expected to change in response to another variable. In a study on e-learning, 'academic performance' is the dependent variable because its value is hypothesized to depend on whether or not a student uses the e-learning platform. The use of the platform itself is the independent variable. Understanding this relationship is fundamental for designing studies that can effectively evaluate the impact of educational interventions on student outcomes.

104. (A) Quasi-experiments lack the element of random assignment to conditions.
The key distinction between a classical experiment and a quasi-experimental design is the method of participant assignment. Classical experiments use random assignment to ensure that experimental and control groups are comparable from the start. Quasi-experiments, however, lack this randomization, often because the researcher is working with pre-existing groups or in real-world settings where random assignment is not feasible. While quasi-experiments still involve the manipulation of an independent variable, the absence of random assignment limits their internal validity and the certainty with which causal conclusions can be drawn.

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105. (C) Non-probability sampling
Snowball sampling is a non-probability sampling technique often used when studying hard-to-reach or hidden populations. It involves starting with a few initial participants who meet the study criteria and then asking them to refer other potential participants from their social networks. This process continues in a chain-like fashion, allowing the sample to 'snowball' in size. Because the selection is not random and depends on personal referrals, the results cannot be easily generalized to the entire population with statistical precision, but it is a valuable tool for exploratory and qualitative research.

106. (A) Participant observation and field notes

Different data collection tools are tailored to specific research applications. Ethnography involves deep immersion to understand cultures from within, while surveys are used for the quick, standardized collection of data from large groups. A case study focuses on gaining in-depth insights into a single specific instance of a phenomenon. Finally, exit polls are a specialized tool used to predict election outcomes by interviewing voters as they leave polling stations. Selecting the right tool is essential for effectively addressing the unique goals of a research project.

80. (B) The simultaneous analysis of three or more variables.
Multivariate analysis is a sophisticated statistical approach used to examine the relationships among three or more variables at the same time. This technique allows researchers to understand complex interactions and to account for multiple factors that might influence a particular outcome. By moving beyond simple bivariate relationships, multivariate analysis provides a more realistic and nuanced view of social and communication phenomena, where many variables often interact in intricate ways to produce the final results observed in a study.

81. (C) (a), (b), and (d) only
Communication research in India has a rich history, with early work prioritizing rural development and community communication. In the contemporary era, the field has expanded to address the significant impact of digital media and the internet on society. Additionally, there is a growing and vital focus on research involving Indian languages media. The field is not dominated by any single method but instead uses a diverse range of both quantitative and qualitative approaches to explore the country's complex and multi-layered media landscape and communication practices.

82. (A) Reliability
The test-retest method is a standard procedure for evaluating the reliability of a measurement instrument. It involves administering the same test to the same group of people on two separate occasions under similar conditions. If the scores from both sessions are highly consistent, the instrument is considered to be stable and reliable over time. This ensures that any measured differences are not simply the result of random fluctuations or measurement error, which is essential for obtaining trustworthy and replicable data in research.

83. (C) Ensuring the results match the hypothesis
Ethical research practices prioritize the protection and welfare of participants through informed consent, confidentiality, and protection from harm. These principles ensure that the research is conducted with integrity and respect for human rights. In contrast, attempting to ensure that results match a preconceived hypothesis is a form of scientific misconduct and bias. Ethical researchers must report their findings honestly and objectively, even if the data does not support their original predictions, as this is essential for the advancement of true and reliable scientific knowledge.

84. (A) Both A and R are true and R is the correct explanation of A.
A detailed research report is fundamental for maintaining transparency and allowing for the replicability of a study. By clearly documenting the methodology, including the sampling strategy, data collection instruments, and analysis procedures, researchers provide the necessary information for others to evaluate the quality of the work and to repeat the study if needed. This openness is a hallmark of the scientific method, ensuring that findings can be verified and that the knowledge built upon them is solid and trustworthy for the academic community.

85. (C) A general idea or mental representation derived from specific instances.
In research, a concept is a mental abstraction or a general idea that represents a category of objects, events, or relationships. Concepts are formed by identifying common characteristics across specific instances, allowing researchers to group related phenomena together for study. For example, "media literacy" is a concept that encompasses various skills and behaviors. Defining concepts clearly is an essential first step in the research process, as it provides the conceptual building blocks for developing theories and designing empirical studies to measure social and communication behavior.

86. (B) (c) → (b) → (a) → (d)

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developments. Finally, the data is analyzed to identify trends and significant changes that have occurred throughout the study period. This systematic approach allows for a detailed understanding of how variables evolve and interact over an extended duration.

59. (D) The discussion or conclusion
The discussion or conclusion section of a research report is where the author interprets the findings and explains their broader significance. A critical component of this section is the acknowledgment of the study's limitations, such as sample size constraints, potential biases, or methodological weaknesses. Critiquing one's own work in this way demonstrates intellectual honesty and provides important context for other researchers. It also suggests areas where future studies could improve or expand upon the current research to gain a more complete understanding.

60. (B) Conducting a focus group discussion.
Non-obtrusive research methods are characterized by the collection of data without direct interaction with the subjects, ensuring they are unaware they are being studied. Examples include content analysis of historical speeches or observing public behavior from a distance. In contrast, a focus group discussion is a highly obtrusive method, as it requires participants to actively engage in a structured group conversation led by a researcher. The presence of the moderator and the awareness of being recorded can significantly influence the participants' responses and behavior.

61. (A) (c) only
Television audience reception studies are specifically designed to investigate how viewers interact with, interpret, and integrate television content into their daily lives. This area of research focuses on the subjective meanings that audiences create from media texts and how these interpretations are shaped by their social and cultural contexts. While other areas like journalism ethics or social media practices are important, they do not primary focus on the nuanced process of audience reception and the active role of viewers in the communication process.

62. (D) To determine if there is enough evidence to support a claim about a population.
The main purpose of hypothesis testing is to use sample data to evaluate the validity of a specific claim about a larger population. It provides a formal, statistical framework for determining whether observed patterns or differences are likely to be real or simply the result of random chance. By testing a hypothesis, researchers can make informed decisions about whether to support or reject their theoretical predictions, thereby contributing to the development of more accurate and reliable knowledge within the field of study.

63. (A) A sequence of steps from conceptualization to interpretation and reporting.
The research process in communication studies is a systematic, multi-stage journey that guides an investigator from the initial idea to the final dissemination of results. It begins with conceptualizing a research problem and reviewing existing literature, followed by designing the study, collecting data, and performing analysis. The process concludes with the interpretation of findings and the writing of a formal report. This structured approach ensures that the research is conducted rigorously, ethically, and in a way that contributes meaningfully to the field.

64. (B) Longitudinal study
A study that tracks the development of specific skills or characteristics in the same group of individuals over several years is a longitudinal study. This approach is essential for understanding how change occurs over time and for identifying developmental patterns. By repeatedly measuring the same variables at different ages, researchers can observe the progression of language skills and determine the factors that influence growth. This temporal perspective provides deep insights that cannot be captured by cross-sectional studies, which only look at a single moment.

65. (B) Reliable
Reliability is a key quality of a good measurement instrument, referring to its ability to produce consistent and stable results across different testing sessions. If a person takes a test multiple times under similar conditions and receives nearly identical scores, the test is considered highly reliable. This consistency ensures that

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trustworthy cause-and-effect relationship, which is the primary goal of any rigorous experimental design in communication studies.

93. (A) Both Statement I and Statement II are correct.
Parametric and non-parametric tests are two major categories of statistical analysis. Parametric tests require specific assumptions to be met, most notably that the data follows a normal distribution and is measured at the interval or ratio level. Non-parametric tests, on the other hand, are more flexible and can be used when these assumptions are violated, such as with nominal or ordinal data or non-normal distributions. Both types of tests are essential for researchers, as the choice depends on the characteristics of the data and the specific requirements of the research question.

94. (D) Using software like SPSS or R to perform statistical tests.
Computer-mediated research in the context of data analysis involves the use of specialized software to process and interpret research findings. Tools like SPSS, R, or NVivo allow researchers to perform complex statistical tests and qualitative coding more efficiently and accurately than manual methods. This technology-driven approach enhances the speed and precision of the analysis phase, enabling investigators to handle large datasets and to uncover intricate patterns and relationships within their data, which is a hallmark of modern social science and communication research practices.

95. (A) The study involves deception.
Debriefing is a critical ethical requirement in research, particularly when the study involves the use of deception or if participants have been subjected to potentially stressful conditions. At the end of the study, the researcher must fully explain the true purpose of the research and why any deception was necessary. This process helps to resolve any misunderstandings and ensures that participants do not leave with negative feelings or incorrect information. Debriefing upholds the ethical standards of respect for persons and minimizes the risk of psychological harm during the research process.

96. (B) It is a proven fact.
A research hypothesis is not a proven fact; it is a tentative and testable statement about the expected relationship between variables. It is formulated before the data collection phase to guide the investigation. The purpose of the research is to gather empirical evidence to either support or reject this prediction. Only after a hypothesis has been repeatedly tested and supported by a wide body of evidence can it contribute to the development of a scientific theory. Confusing a hypothesis with a proven fact misrepresents the iterative and self-correcting nature of the scientific process.

97. (B) P-3, Q-2, R-1, S-4
Different types of validity ensure that a measurement instrument is accurate from various perspectives. Face validity checks if a measure appears relevant on the surface, while content validity ensure it covers the full range of the concept. Criterion validity assesses how well a measure predicts a future outcome, and construct validity determines how well it aligns with a theoretical framework. Understanding these distinct types of validity allows researchers to evaluate and improve the quality of their instruments, ensuring that their findings are grounded in sound and meaningful measurements.

98. (A) Both A and R are true and R is the correct explanation of A.
A longitudinal study is a powerful research design that involves observing the same group of individuals over a significant period. This approach is uniquely suited for analyzing trends, tracking developmental changes, and understanding the long-term effects of various factors, such as media exposure. By taking multiple measurements over time, researchers can move beyond simple snapshots and gain a deeper understanding of the processes of change and the temporal relationships between variables, which is essential for building a comprehensive understanding of human behavior and social dynamics.

99. (C) Attitudes and opinions
The Likert scale is a popular scaling technique used in social science research to measure people's attitudes, opinions, and perceptions. It typically consists of a series of statements to which

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researchers can determine if their findings are statistically significant, typically using a threshold like 0.05. If the probability is low, it suggests that the results are likely due to a real effect or relationship within the population. This statistical tool is fundamental for making objective decisions about whether to support or reject research hypotheses.

73. (C) The way variables are organized and controlled in the study.
The structure of a research design refers to the systematic organization and control of the variables involved in a study. This includes identifying independent and dependent variables and establishing how they will be measured and compared. A well-structured design provides a logical framework for testing hypotheses and ensuring that the research results are valid and reliable. By clearly defining the relationships and controls, the researcher can more effectively address the research problem and minimize the influence of extraneous factors that might distort the findings.

74. (A) Classical experimental design with control over all variables.
Research on social media practices typically utilizes qualitative and descriptive methods to understand the complex and dynamic nature of online interactions. This includes techniques like digital ethnography, network analysis, and content analysis of user-generated posts. Achieving the level of control required for a classical experimental design is often impossible in the fluid and unpredictable environment of social media. Instead, researchers prioritize methods that capture the naturalistic behavior of users and the intricate connections between online communities, providing a more realistic and nuanced perspective.

75. (D) Violation of privacy and lack of informed consent.
Using publicly available internet data like forum posts or tweets for research purposes raises significant ethical concerns regarding privacy and informed consent. Although the data is public, many users may not expect their personal communications to be used in a scientific study. Ethical guidelines emphasize the importance of protecting the rights and dignity of individuals, even in digital spaces. Researchers must carefully navigate these issues to ensure that their data collection and analysis do not cause harm or violate the reasonable privacy expectations of the participants involved.

76. (B) Dependent variable
In a study investigating the impact of an influence, the dependent variable is the outcome or response that the researcher is measuring. When examining celebrity endorsements, 'purchasing intentions' serves as the dependent variable because its value is hypothesized to change based on the presence or absence of the endorsement. The endorsement itself is the independent variable that is manipulated or observed. Understanding this distinction is essential for establishing a clear cause-and-effect relationship between the variables being studied in a research project.

77. (C) A property or characteristic that can take on different values.
A variable is a fundamental concept in research, defined as any characteristic, attribute, or property that can vary across different individuals, items, or situations. Variables can take on numerical values, such as age or income, or categorical values, such as gender or political affiliation. By measuring how these variables change and interact, researchers can identify patterns, test hypotheses, and build theories. The ability to measure and analyze variation is what allows for the systematic and objective study of social and communication phenomena.

78. (D) Applied research
Applied research is specifically designed to provide practical solutions to immediate problems or to evaluate the effectiveness of existing programs and policies. A study investigating the failure of an anti-smoking campaign is a classic example, as its goal is to identify specific weaknesses and provide actionable insights for future public health initiatives. Unlike basic research, which focuses on developing general theories, applied research is more utilitarian and localized, addressing the specific needs of organizations, clients, or communities to improve real-world communication strategies and outcomes.

79. (B) P-2, Q-1, R-3, S-4

Ethnography is a qualitative research method that relies heavily on the researcher's immersion in a social setting to understand the culture and behaviors of a group. The primary data collection tools for this approach are participant observation and the detailed recording of field notes. By actively participating in the daily lives of the subjects and taking systematic notes on their interactions and surroundings, the ethnographer can gain a rich and nuanced understanding of the social world from an insider's perspective, which is a hallmark of this research tradition.

107. (A) Both Statement I and Statement II are correct.
ANOVA (Analysis of Variance) and t-tests are both essential statistical tests used to compare the means of different groups. A t-test is specifically designed to compare the averages of exactly two groups to see if they are significantly different. ANOVA is a more versatile test that can be used to compare the means of three or more groups simultaneously. Both tests help researchers determine if the observed differences in group averages are likely due to a real effect or simply the result of random chance within the collected data.

108. (B) Methodology
The methodology section is a crucial part of any research report, as it provides a detailed and transparent account of how the study was actually conducted. This section includes information on the research design, the sampling strategy, the data collection instruments used, and the specific procedures followed during the study. By providing this level of detail, researchers allow others to evaluate the quality and rigor of the work and to replicate the study if desired. Clear methodological documentation is essential for the transparency and credibility of scientific research findings.

109. (C) Survey research
An opinion poll is a specific application of survey research used to gauge the public's views on a particular topic or issue. It involves collecting standardized data from a representative sample of a population, typically through interviews or questionnaires. The primary goal of an opinion poll is to provide a snapshot of current public sentiment and to identify patterns and trends in attitudes. This method is widely used in political science, media studies, and marketing to understand public opinion and to inform decision-making processes in diverse social and political contexts.

110. (A) Both A and R are true and R is the correct explanation of A.
The choice of a data collection tool is fundamentally driven by the research questions and the specific goals of the study. If a researcher wants to understand the prevalence of an opinion across a large population, a structured survey is the most efficient and appropriate tool. However, if the goal is to gain a deep, nuanced understanding of a cultural phenomenon, more qualitative methods like ethnography are required. Aligning the data collection instrument with the research objective ensures that the information gathered is relevant and effectively addresses the core problem.

111. (B) (a), (b), and (c) only
Communication research is guided by several major philosophical and theoretical approaches. The positivist approach emphasizes objective measurement and empirical observation. The interpretive approach focuses on understanding the subjective meanings people attach to their communication experiences. The critical approach aims to critique and transform social structures and power imbalances. These three perspectives provide different lenses for framing, conducting, and interpreting research. Fictional approaches are not considered a standard or valid framework for scientific inquiry, as research must be grounded in empirical evidence and systematic observation of reality.

112. (B) Nominal
The nominal level of measurement is the most basic form of data classification, where variables are assigned to distinct and mutually exclusive categories. These categories serve only as labels and do not imply any particular order, rank, or mathematical relationship. Examples of nominal variables include gender, religious affiliation, or favorite television genre. While nominal data can be numerically coded for analysis, the numbers are purely symbolic and cannot be used for mathematical operations like addition or subtraction, making it suitable for identifying groups but not for measuring intensity or degree.

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Theory building is a systematic process that often begins with an existing theory, from which a testable hypothesis is derived. This hypothesis then guides the systematic observation or data collection phase. Finally, the collected evidence is used to either confirm or reject the hypothesis, which in turn leads to the refinement or further validation of the original theory. This logical sequence ensures that the development of knowledge is grounded in empirical evidence and that theories are continuously tested and updated based on real-world findings.

87. (D) Control group
In an experimental research design, the control group is the group that does not receive the specific treatment or intervention being tested. Instead, they are exposed to a neutral condition, such as watching unrelated cartoons. The control group serves as a vital baseline for comparison, allowing researchers to determine if the changes observed in the experimental group are truly caused by the intervention. By keeping other factors constant between the two groups, the researcher can more confidently attribute any differences in outcomes to the experimental treatment itself.

88. (A) The use of primary and secondary sources to understand past events.
Historical research is distinguished by its primary focus on reconstructing and interpreting the past through the systematic analysis of available evidence. This involves the critical evaluation of primary sources, such as original documents and artifacts, as well as secondary sources, such as books and articles written by other historians. By synthesizing these materials, historical researchers can gain a deep understanding of the events, social contexts, and communication practices of previous eras, providing valuable insights into how the past has shaped the present media environment and societal structures.

89. (C) Applied research
Research that focuses on the practical impact and effectiveness of communication strategies, such as a Public Relations campaign, is a form of applied research. This type of inquiry is driven by the need to solve specific problems or to improve organizational performance in the real world. Unlike basic research, which seeks to build general theory, applied research provides immediate, actionable insights that can be used to refine tactics, manage reputations, and achieve specific communication goals for clients or organizations, making it a vital tool for PR professionals.

90. (A) (c), (b), (d), (a)
Sampling methods vary in their level of rigor and randomness. Stratified random sampling is highly rigorous as it ensures representative subgroups are included through randomization. Simple random sampling is also rigorous, giving every individual an equal chance of selection. Quota sampling is less rigorous as it relies on non-random selection to fill specific categories. Convenience sampling is the least rigorous, as it depends entirely on participant availability and proximity. This hierarchy is important for researchers to consider when balancing the need for representativeness against practical constraints and study objectives.

91. (C) (a), (b), (c), and (d) only
Internet-based research tools encompass a wide range of digital methods for data collection. This includes online surveys, digital ethnography in virtual communities, and scraping data from social media platforms. Additionally, video conferencing tools like Skype or Zoom can be used to conduct remote interviews. While these digital methods are increasingly popular, a traditional face-to-face focus group is not considered an internet-based tool, as it relies on physical presence. Understanding these diverse digital options is essential for conducting modern communication research in an increasingly connected and technology-driven world.

92. (B) The degree to which the independent variable truly caused the change in the dependent variable.
Internal validity is a critical concept in experimental research, referring to the degree of certainty that the observed change in the dependent variable was actually caused by the manipulation of the independent variable, rather than by other factors. A study with high internal validity has successfully controlled for extraneous variables and potential biases that could confound the results. Ensuring strong internal validity is essential for establishing a clear and

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sampling involves dividing the population into relevant subgroups (strata) and then randomly sampling from within each subgroup. This ensures that important characteristics are accurately represented in the final sample. Both methods allow researchers to make statistical generalizations from the sample to the larger population with a known degree of confidence and precision.

120. (A) An element of the research plan, such as the sampling method or data collection technique.
In the context of research design, a component refers to any of the individual elements that make up the overall research plan. This includes the sampling strategy, the data collection methods, the variables being studied, and the specific procedures for data analysis. A well-designed study carefully integrates these various components into a coherent and logical framework that effectively addresses the research problem. Understanding the role of each component is essential for researchers as they develop and implement their plans for gathering and interpreting information in a systematic and objective way.

121. (A) (a), (b), and (d) only
Historical research in communication is a systematic inquiry into past events and practices. It relies on both primary sources, such as original documents and artifacts, and secondary sources, such as existing historical books and articles. A critical part of the process is evaluating these sources for their authenticity and credibility. The primary goal is to accurately reconstruct and interpret the past, rather than to predict the future or conduct experiments. By understanding historical communication trends, researchers can gain valuable insights into the evolution of media and its impact on contemporary society and culture.

122. (A) Correlational research
Correlational research is a non-experimental approach used to explore the relationship between two or more variables, such as the time spent watching television and the size of a child's vocabulary. This method aims to determine if an association exists and to measure the strength and direction of that relationship using statistical tools. While correlational research can identify patterns and links, it cannot definitively prove a cause-and-effect relationship, as other factors may be influencing both variables. It is an essential tool for identifying potential connections and for generating hypotheses for further experimental investigation.

123. (D) Analysis of Variance
ANOVA stands for Analysis of Variance, which is a powerful statistical test used to compare the means of three or more groups. It helps researchers determine if the differences observed between the group averages are statistically significant or simply the result of random variation within the data. By analyzing the variance both within and between groups, ANOVA provides a way to evaluate the impact of an independent variable on a dependent variable across multiple conditions. This test is widely used in communication research for comparing outcomes across different media platforms, demographics, or experimental treatments.

124. (B) To communicate the process and findings of a study to the academic community and other stakeholders.
The primary purpose of writing a research report is to document the entire research process and to share the final findings with the academic community and other relevant stakeholders. A well-written report provides a detailed and transparent account of the research problem, methodology, data analysis, and final conclusions. This allows other researchers to evaluate the quality of the work, to build upon the findings, and to replicate the study if desired. Clear and effective communication is essential for the dissemination of knowledge and for the advancement of any scientific field of study.

125. (A) Both A and R are true and R is the correct explanation of A.
Plagiarism is a serious ethical violation that involves using someone else's intellectual work without providing proper credit. It undermines the core principles of intellectual honesty and the fair attribution of ideas, which are essential for the integrity of academic and journalism research. By failing to acknowledge the contributions of others, plagiarism distorts the research record and can lead to undeserved credit. Maintaining rigorous standards against plagiarism is vital for

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feedback on entertainment content is a hallmark of television research. These methods are particularly popular for interactive programming like reality shows and talent competitions, where viewer participation is a key element of the format. By using mobile technology, researchers can collect quantifiable data on audience preferences and behavior quickly and efficiently. This media-specific approach provides valuable insights for broadcasters and producers as they seek to understand and engage their viewers in a rapidly evolving and increasingly interactive media environment.

164. (D) It relies on participant honesty and diligence, which can be inconsistent.
While a diary is a valuable tool for capturing real-time qualitative data, its main limitation is its heavy reliance on the honesty and diligence of the participants. For the data to be useful, participants must record their thoughts and experiences consistently and accurately over a period of time. However, participants may forget to make entries, skip days, or be selective in what they report, which can lead to incomplete or biased data. Researchers must find ways to encourage and monitor participant engagement to ensure the reliability and quality of the information gathered through this highly subjective and participant-driven research method.

165. (C) Compare the means of three or more groups.
ANOVA, or Analysis of Variance, is a fundamental statistical test used to compare the averages of three or more independent groups. Its primary purpose is to determine if the differences in means observed across these groups are statistically significant or if they could have occurred simply by random chance. By analyzing the variation both within and between the groups, ANOVA provides a way to evaluate the influence of an independent variable on a dependent variable across multiple conditions. This test is essential in communication research for comparing outcomes among different media platforms, demographics, or experimental groups.

166. (B) A case study using ethnographic techniques
To gain a deep and nuanced understanding of a unique culture within a specific organization, like an advertising agency, a case study using ethnographic techniques is the most appropriate research method. This approach involves the researcher's immersion in the social setting to observe interactions, behaviors, and beliefs from an insider's perspective. Through participant observation and in-depth interviews, the researcher can uncover the underlying values and practices that shape the agency's culture. This qualitative and multifaceted investigation provides a level of detail and context that cannot be achieved through more detached or quantitative methods like large-scale surveys or controlled experiments.

167. (D) Age in years
Age measured in years is an example of the ratio level of measurement. This level of data classification possesses all the characteristics of nominal, ordinal, and interval scales, with the critical addition of a true zero point. A true zero means that a value of zero represents the complete absence of the characteristic being measured (e.g., zero years means no age). The presence of an absolute zero allows researchers to make meaningful statements about proportions and ratios, such as one person being twice as old as another. This is the most informative level of measurement for data analysis.

168. (A) Both Statement I and Statement II are correct.
A research design is the overall strategy that guides a study, ensuring that all components are integrated in a logical and coherent way. It serves as a blueprint for the entire project, from data collection to final analysis. A well-structured design is essential because it ensures that the research effectively addresses the core problem and that the results obtained are valid and reliable. By providing a clear roadmap, the research design helps the investigator to stay focused on their objectives and to minimize potential errors and biases throughout the systematic process of scientific inquiry.

169. (C) A method where data is collected without the subjects' knowledge or participation.
A non-obtrusive data collection technique is one that allows researchers to gather information without direct interaction with the subjects, ensuring they are unaware that they are being studied. Examples include content analysis of media texts, analyzing physical traces or historical documents, and observing behavior

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132. (D) Assigning meaning to the results and relating them back to the research question and theory.
The interpretation of data is a critical final stage in the research process, where the researcher assigns meaning to the statistical or qualitative findings. This involves looking beyond the raw numbers to explain what the results actually signify and how they relate back to the original research questions and theoretical framework. A well-conducted interpretation helps to situate the findings within the context of existing knowledge and to discuss their broader implications for the field of study. This step is essential for drawing meaningful conclusions and for communicating the value of the research to others.

133. (C) Nominal
Coding newspaper editorials into distinct categories like 'liberal', 'conservative', or 'neutral' is an example of the nominal level of measurement. At this level, data is classified into mutually exclusive groups that serve as labels without any inherent order or mathematical relationship. The researcher is simply identifying different types of content rather than measuring the degree or intensity of a characteristic. Nominal measurement is the most basic level of data classification and is widely used in content analysis to categorize media texts and to identify patterns in representation and framing within different outlets.

134. (A) Both Statement I and Statement II are correct.
Type I and Type II errors are two critical risks in the process of hypothesis testing. A Type I error occurs when a researcher incorrectly rejects a null hypothesis that is actually true, essentially finding an effect where none exists. A Type II error happens when a researcher fails to reject a false null hypothesis, missing a real effect or relationship within the data. Both types of errors can lead to incorrect conclusions, and researchers use statistical tools and careful study design to minimize their probability, balancing the risks associated with each type of error.

135. (D) Using someone else's work or ideas without proper attribution.
In the field of communication research, plagiarism is defined as the act of using another person's intellectual work, ideas, or words without providing proper credit or attribution. This unethical practice violates the fundamental principles of academic integrity and intellectual honesty. Proper citation and acknowledgment of sources are essential for maintaining the credibility of research and for ensuring that original creators receive the credit they deserve. Plagiarism is a serious offense that can damage a researcher's reputation and undermine the overall quality and trustworthiness of the body of scientific and scholarly work in the field.

136. (A) It provides a detailed, in-depth examination of a specific instance or system.
A case study is a qualitative research method characterized by its focus on providing a detailed and in-depth examination of a single, specific instance, such as an individual, a group, an organization, or an event. This approach allows researchers to explore complex phenomena within their real-life context using multiple sources of evidence. While case studies do not aim for broad statistical generalization, they provide rich and nuanced insights that can lead to the development of new theories and a deeper understanding of unique and multifaceted social and communication-related situations.

137. (C) The impact of educational television on preschoolers' cognitive skills.
Research in children's media focuses on understanding how young audiences interact with and are influenced by various forms of media content. A study investigating the impact of educational television on the cognitive skills of preschoolers is a classic example of this area of inquiry. Such research addresses important questions about the role of media in child development and can provide valuable insights for educators, parents, and content producers. This field of study is essential for ensuring that media content designed for children is both beneficial and developmentally appropriate for its intended audience.

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138. (A) The extent to which a research instrument measures what it is intended to measure.
Validity is a fundamental concept in research methodology, referring to the extent to which a measurement instrument or a study actually captures the specific concept or phenomenon it was designed to evaluate. A valid measure is an accurate reflection of reality, ensuring that the

results obtained are meaningful and relevant to the research goals. Validity is distinct from reliability, which focuses on the consistency of measurement. Ensuring both high validity and reliability is essential for producing high-quality research findings that can be trusted and applied in the field of communication and media studies.

139. (B) P-3, Q-1, R-2, S-4
Quantitative data analysis involves various levels of complexity depending on the number of variables being examined. Univariate analysis looks at a single variable at a time, while bivariate analysis examines the relationship between two variables. Multivariate analysis is used to simultaneously investigate the interactions among three or more variables. Additionally, tests of significance are used to determine if the observed results are likely due to a real effect rather than random chance. Matching these statistical concepts to their descriptions is essential for selecting the right analytical tools for a research project.

140. (A) Both A and R are true and R is the correct explanation of A.
In an experimental research design, the control group plays a vital role by not receiving the specific treatment or intervention being tested. This group serves as a baseline or a point of comparison against which the results of the experimental group can be measured. By keeping all other factors the same between the two groups, researchers can more confidently attribute any differences in outcomes to the experimental treatment itself. This structure is essential for establishing a clear cause-and-effect relationship, which is the primary goal of any rigorous and well-designed experimental study.

141. (C) Field research
Field research is a broad term for research that is conducted in a natural, real-world setting rather than in a controlled laboratory environment. This approach allows researchers to observe and study phenomena as they occur spontaneously, providing a more naturalistic and contextually rich understanding of social and communication behavior. Field research can involve various methods, including observation, interviews, and ethnography. While it may offer less control over variables than laboratory experiments, field research provides valuable insights into the complexity of human interactions and the influence of environmental factors on social behavior.

142. (D) The connotative meanings of concepts through bipolar adjectives.
The Semantic Differential Scale is a specialized tool used in communication and social science research to measure the connotative meanings of various concepts, objects, or ideas. It typically consists of a series of bipolar adjectives, such as 'good' versus 'bad' or 'strong' versus 'weak,' placed at either end of a seven-point scale. Respondents indicate their perception of a concept by marking their position along the scale for each pair of adjectives. This technique provides a nuanced understanding of people's subjective attitudes and the emotional or evaluative associations they have with the topic being studied.

143. (B) (a), (b), and (d) only
The research process is a systematic sequence of steps designed to build reliable knowledge. Key components include identifying a research problem, formulating a testable hypothesis, and systematically collecting and analyzing data. Writing the final research report is also a vital stage for disseminating findings. However, ignoring previous research is not a valid component; in fact, conducting a thorough literature review is an essential early step to build upon existing knowledge and avoid duplication. Scientific integrity requires situating new research within the broader context of previous scholarly work and established theoretical frameworks.

144. (B) The population is divided into subgroups (strata), and samples are randomly drawn from each stratum.
Stratified sampling is a probability sampling method that involves dividing the entire population into relevant subgroups, known as strata, based on specific characteristics like age, gender, or income. The researcher then randomly selects a sample from within each of these strata. This approach ensures that important segments of the population are accurately represented in the final sample, which improves the overall representativeness and precision of the study. Stratified sampling is particularly useful when certain subgroups are small and might be missed

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in a simple random sample, allowing for more detailed and accurate comparisons.

145. (B) Univariate analysis (for each variable)
When a researcher examines individual variables like age, gender distribution, and average income separately, they are performing univariate analysis for each of those attributes. The primary goal of this level of analysis is to describe and summarize the characteristics of each single variable in isolation, using measures like mean, frequency, and percentage. While these individual descriptions are essential for understanding the sample demographics, they do not yet examine the relationships between the variables. Univariate analysis is the first step in the data analysis process before moving on to more complex bivariate or multivariate techniques.

146. (A) Longitudinal research
A study that investigates how a particular phenomenon, such as the portrayal of patriotism in cinema, changes over several decades is an example of longitudinal research. This approach involves taking repeated measurements or observations over an extended period to identify trends, patterns, and developments over time. By examining films across different eras, researchers can track the evolution of societal attitudes and cinematic techniques. Longitudinal research provides a temporal perspective that is essential for understanding the processes of change and the long-term impact of media on culture and society, offering insights that cross-sectional studies cannot provide.

147. (C) There is no significant difference in effectiveness between the new and old teaching methods.
A null hypothesis (H0) is a statistical statement that proposes there is no significant relationship or difference between the variables being studied. In a study on a new teaching method, the null hypothesis would state that the new method is no more or less effective than the traditional one. Researchers typically aim to reject this null hypothesis by gathering empirical evidence that supports their research hypothesis (H1). If the data shows a significant difference that is unlikely to be due to chance, the null hypothesis is rejected, providing evidence for the effectiveness of the new method.

148. (D) They allow for in-depth, nuanced information and probing for details.
The most significant advantage of using interviews as a data collection method is the opportunity they provide for gathering in-depth, nuanced information. Unlike structured surveys, interviews allow the researcher to interact directly with the respondent and to probe for more detailed answers or clarifications. This interpersonal communication can uncover rich insights into people's motivations, feelings, and lived experiences that are often missed by more quantitative approaches. While they are more time-consuming and expensive to administer, interviews are an essential tool for qualitative research where the goal is to achieve a deep and complex understanding of human behavior.

149. (D) Statement I is incorrect, but Statement II is correct.
Descriptive research and analytical research have distinct but related goals in the scientific process. Descriptive research focuses on accurately and systematically documenting 'what' is happening in a population or situation. Analytical research goes a step further by using existing information to test hypotheses and explain 'why' or 'how' things are the way they are. Therefore, the statement that analytical research describes while descriptive research explains is incorrect. Analytical research is a powerful tool for exploring relationships and providing deeper explanations for social and communication phenomena based on the critical evaluation of available data.

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150. (B) To assign a numerical score to an individual's subjective attributes like attitudes or opinions.
Scaling techniques are used in survey research to translate people's subjective attributes, such as their attitudes, opinions, or perceptions, into quantifiable numerical scores. Tools like the Likert scale or the Semantic Differential Scale allow researchers to measure the intensity and direction of these subjective feelings. By assigning numbers to different levels of agreement or perception, researchers can perform statistical analysis to identify patterns and trends within a population. Scaling is essential for the objective and systematic measurement of psychological

and social concepts that cannot be directly observed but are vital for understanding communication behavior.

151. (D) Purposive Sampling
Probability sampling methods are characterized by the use of random selection to ensure that every individual in a population has a known and non-zero chance of being included in the sample. Examples include simple random, systematic, and cluster sampling. Purposive sampling, however, is a non-probability method where the researcher uses their judgment to select participants who meet specific criteria or have particular knowledge. While purposive sampling is valuable for exploratory and qualitative research, it does not allow for the same level of statistical generalization to a larger population as probability-based sampling methods do.

152. (A) Research in advertising
Research that focuses on the impact and success of promotional messages and campaigns is a central part of advertising research. This type of inquiry investigates how different advertising strategies influence consumer behavior, brand perception, and purchasing intentions. By evaluating the effectiveness of their campaigns, organizations can refine their messages and better target their audiences to achieve specific marketing goals. Research in advertising uses a wide range of both quantitative and qualitative methods, including surveys, focus groups, and copy testing, to provide actionable insights for practitioners and to contribute to the overall understanding of persuasion in communication.

153. (C) Make certain assumptions about the parameters of the population distribution, such as normality.
Parametric tests are a class of statistical tests that are based on specific assumptions about the characteristics of the population from which a sample is drawn. The most common assumption is that the data follows a normal distribution and is measured at the interval or ratio level. These tests, such as t-tests and ANOVA, are generally more powerful and precise than non-parametric tests when their assumptions are met. However, if the data is skewed or measured at a nominal or ordinal level, researchers must use non-parametric alternatives that do not rely on these strict distributional assumptions.

154. (A) The vulnerability of the participants and the need for parental consent.
Conducting research with children raises significant ethical concerns due to their vulnerability and their limited capacity to fully understand the nature and risks of a study. Ethical guidelines mandate a two-step consent process: obtaining informed consent from a legal guardian and obtaining the assent of the child. Researchers must take extra care to protect the rights, privacy, and well-being of young participants, ensuring that the study is developmentally appropriate and that no harm, either physical or psychological, occurs. Respecting the special status of children is essential for maintaining the ethical integrity of communication and media research.

155. (D) The research design is flexible and can be changed at any point during data collection.
The research process is a systematic and planned endeavor that begins with a broad idea and is narrowed down into specific research questions and a formal research design. A literature review is a vital early step to provide context and foundation for the study. Ethical considerations must be integrated throughout the entire process. Importantly, the research design should be finalized before data collection begins to ensure the study is conducted objectively and consistently. Making significant changes to the design during data collection can introduce bias and compromise the validity and reliability of the final research results.

156. (B) A philosophical and theoretical lens for framing, conducting, and interpreting research.
An approach in communication research provides a broad philosophical and theoretical framework that guides every stage of the study, from conceptualization to interpretation. It acts as a lens through which the researcher views the world and their research problem. For example, a critical approach focuses on issues of power and social change, while a positivist approach emphasizes objective measurement and predictability. Selecting an approach is a foundational decision that influences the choice of theories, methods, and the overall goals of the

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research project, providing a coherent and logical basis for the entire investigation.

157. (C) Dependent variable
In the context of a research study, the dependent variable is the primary outcome or behavior that the investigator is interested in explaining or predicting. It is the variable that is expected to change or vary in response to the influence of other factors, known as independent variables. For instance, in a study investigating the impact of social media use on sleep quality, sleep quality is the dependent variable. By measuring how it varies across different levels of social media use, researchers can determine the strength and nature of the relationship between these two variables of interest.

158. (A) P-3, Q-1, R-2, S-4
Sampling involves several key terms that describe different aspects of the process. The population is the entire group the researcher is interested in, and the sampling frame is a list of all members of that population from which a sample can be drawn. The sample is the actual subset of individuals selected for the study. Sampling error refers to the discrepancy between a sample statistic and the true population parameter. Understanding these terms is essential for designing sampling strategies that are representative and for interpreting the accuracy and generalizability of the final research findings.

159. (A) Both A and R are true and R is the correct explanation of A.
The choice between probability and non-probability sampling is a strategic decision that depends on the research objectives and practical constraints. Probability sampling is the preferred choice for quantitative studies where the goal is to make accurate statistical generalizations from a representative sample to a larger population. Non-probability sampling is often more feasible and appropriate for exploratory or qualitative research where the focus is on obtaining deep, nuanced insights from specific cases. Both approaches have their strengths and weaknesses, and researchers must carefully consider their goals when selecting the most suitable sampling method for their study.

160. (B) A cross-sectional survey
A cross-sectional survey is the least appropriate method for studying long-term impacts or trends because it collects data at only a single point in time. It provides a 'snapshot' of the current situation but cannot track how variables change or evolve over time. To understand a long-term phenomenon like political polarization, researchers need longitudinal designs, such as panel studies, trend studies, or longitudinal surveys, which involve repeated measurements of the same variables over an extended period. These temporal designs are essential for identifying changes and for understanding the processes that drive developments in social and communication behavior.

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161. (B) (a), (b), and (c) only
Applied research is characterized by its practical and utilitarian focus. It is specifically designed to solve immediate problems or to provide information for decision-making in the real world. Applied studies are often conducted for specific clients or organizations and their findings are intended for immediate application. Unlike basic research, which aims to contribute to fundamental theoretical knowledge for its own sake, applied research is more localized and focused on achieving specific, practical outcomes. Both types of research are important, as basic research provides the theoretical foundations that can be applied to solve real-world problems in communication and media.

162. (A) Internal consistency reliability
The split-half method is a technique used to measure the internal consistency reliability of a research instrument, such as a questionnaire or a test. It involves dividing the items in the test into two halves and then correlating the scores from each half. A high correlation indicates that the items are consistent and are measuring the same underlying concept. This method is a quick and effective way to evaluate the reliability of a multi-item scale without needing to administer the test twice. Ensuring high internal consistency is essential for producing stable and trustworthy results in communication and social science research.

163. (C) Television
The use of specialized data collection tools like SMS surveys for gathering real-time audience

protecting the rights of creators and for ensuring that scientific and journalistic work is original and trustworthy.

126. (D) Its value is hypothesized to depend on and vary with the value of the independent variable.
In research, the dependent variable is so named because its value is hypothesized to depend on the influence of another factor, known as the independent variable. It is the outcome or response that the researcher seeks to measure and explain. For example, if a study examines how different amounts of media exposure affect body image, the body image score is the dependent variable because it is expected to change based on the level of exposure. Understanding this relationship is fundamental for designing studies that can effectively evaluate the impact of various factors on human behavior and attitudes.

127. (A) Experiment - A research method for testing cause-and-effect hypotheses.
Correctly pairing research methods with their primary purposes is essential for clear communication and sound study design. An experiment is a highly structured method designed to test cause-and-effect hypotheses by manipulating an independent variable and controlling for other factors. Case studies provide in-depth investigations of single units, while surveys collect data from large samples to generalize findings. Historical research focuses on understanding and reconstructing the past. Selecting the appropriate method ensures that the researcher is using the most effective tools to address their specific research questions and to achieve their project goals.

128. (B) The participants are aware of being studied, and the measurement process is obvious.
An obtrusive data collection method is one where the participants are fully aware that they are being studied, and the process of measurement is clearly visible to them. This awareness can sometimes lead to a change in the subjects' behavior, a phenomenon known as the Hawthorne effect. Common examples of obtrusive methods include face-to-face interviews, focus groups, and the administration of surveys. While these methods provide direct and valuable information, researchers must be mindful of how the presence of the investigator and the obviousness of the study might influence the final results.

129. (A) (b), (c), (d), (a), (e)
Conducting a survey involves a logical sequence of steps to ensure that the data collected is relevant and reliable. The process begins with defining the research objectives, followed by designing the questionnaire and selecting the sample. The researcher then administers the questionnaire to the participants to gather information. Finally, the collected data is analyzed to identify patterns and to draw conclusions. Adhering to this chronological order ensures that the study is well-planned and that each stage builds upon the previous one to effectively address the research problem and goals.

130. (A) Research in internet and social media practices
Research on user interface (UI) and user experience (UX) for mobile applications is a vital area within the broader domain of internet and social media practices. This type of inquiry focuses on how users interact with digital technologies and how the design of these platforms influences their behavior, satisfaction, and overall communication experience. By studying UI and UX, researchers can identify ways to improve the accessibility and effectiveness of digital tools, which is essential in an increasingly technology-driven world where mobile applications play a central role in information sharing and social interaction.

131. (C) (a), (b), and (c) only
Sampling is a fundamental aspect of research, and understanding the different types is crucial for making accurate generalizations. Probability sampling methods allow researchers to calculate the sampling error and to generalize findings from a representative sample to a larger population. Non-probability sampling is often more practical for qualitative and exploratory research where the goal is to gain deep insights rather than broad statistical representation. While a larger sample can reduce error in probability-based methods, convenience sampling is always a non-probability method because it does not use random selection to identify participants.

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from a distance. The primary advantage of this approach is that it avoids the potential for reactive bias, where people change their behavior because they know they are being observed. Non-obtrusive methods provide a way to study social and communication phenomena in their natural state, enhancing the authenticity of the collected data.

170. (A) Fabrication/Falsification
Fabrication and falsification are serious forms of research misconduct that undermine the integrity and trustworthiness of scientific inquiry. Fabrication involves making up data or results and reporting them as if they were real. Falsification involves manipulating research materials, equipment, or processes, or changing or omitting data such that the research is not accurately represented in the research record. Both practices are unethical and damage the credibility of the researcher and the overall field of study. Upholding rigorous standards for honesty and accuracy in data reporting is essential for the advancement of true and reliable scientific knowledge.

171. (A) (a), (b), and (c) only
Communication research is guided by three primary philosophical and theoretical approaches. The positivist approach seeks to explain and predict phenomena through objective measurement. The interpretive approach aims to understand how individuals create and share meaning in their social worlds. The critical approach focuses on critiquing and transforming social structures and power dynamics. These frameworks provide different perspectives and goals for conducting research. While experimental and historical methods are important, they are not separate philosophical approaches but rather specific methodologies that can be used within these broader theoretical frameworks to investigate communication and media.

172. (B) The manipulation of an independent variable and control of extraneous variables.
A classical experimental design is uniquely powerful for establishing cause-and-effect relationships. This is achieved through two key components: the active manipulation of an independent variable by the researcher and the systematic control of extraneous variables that could influence the outcome. By holding other factors constant and systematically changing the independent variable, the researcher can observe the resulting impact on the dependent variable. This level of control, combined with the random assignment of participants, allows for high internal validity and the ability to draw confident causal conclusions about the relationships being studied in the experiment.

173. (C) Provide a detailed analysis of the collected data.
The introduction section of a research report serves to set the stage for the entire study. It typically states the research problem, provides a background through a review of relevant literature, and clearly outlines the research questions or hypotheses. The introduction should provide the reader with a clear understanding of why the study was conducted and what it aims to achieve. However, a detailed analysis of the collected data belongs in the results or findings section, not the introduction. The introductory phase is about conceptualization and context, rather than the presentation of new empirical evidence from the current study.

174. (D) It involves repeated observations of the same variables over a period of time.
A longitudinal study is a research design characterized by the repeated observation and measurement of the same variables over an extended period. This approach allows researchers to move beyond simple snapshots of a situation and to track changes, developments, and trends as they occur over time. Longitudinal research is essential for understanding developmental patterns and for identifying the long-term effects of various factors on social and communication behavior. While more time-consuming and expensive than cross-sectional studies, longitudinal designs provide a temporal perspective that is vital for building a deep and comprehensive understanding of social processes.

175. (A) Both A and R are true and R is the correct explanation of A.
The internet has revolutionized the field of communication research by providing a variety of powerful and efficient new tools for data

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collection. Online surveys, digital ethnography, and social media data mining allow researchers to gather vast amounts of information from diverse and often hard-to-reach populations. These digital methods can often be implemented more quickly and at a lower cost than traditional face-to-face or paper-based techniques. This technological shift has opened up new areas of inquiry and has enabled researchers to study online communication practices and digital social phenomena on a scale that was previously impossible.

176. (B) Content Analysis
Content analysis is a quantitative research method used to systematically categorize and analyze the characteristics of communication content, such as violent acts in television programs. Researchers use objective and systematic coding rules to identify the frequency and nature of specific themes or images within media texts. This approach allows investigators to uncover patterns and trends in media representation across a large volume of data. Content analysis is a non-obtrusive method that provides a clear and measurable way to study the messages and themes that are communicated to audiences through various forms of media and entertainment content.

177. (B) Items that are arranged in a cumulative, hierarchical order.
The Guttman scale is a specialized scaling technique characterized by a set of items that are arranged in a cumulative and hierarchical order of intensity. The defining feature of this scale is that agreement with a more intense or extreme item implies agreement with all the less intense items that precede it. This allows researchers to rank respondents based on a single underlying dimension or characteristic. While more difficult to construct than other scales, a Guttman scale provides a highly structured and unidimensional measure of attitudes or behaviors, offering a clear way to assess the level of a particular trait.

178. (A) Provide a detailed snapshot or description of a situation or population.
The primary goal of descriptive research is to provide a clear, accurate, and systematic description of a specific population, situation, or phenomenon. This type of inquiry focuses on answering the 'what' of a research problem, rather than the 'why' or 'how.' Descriptive studies use a variety of methods, including surveys, observation, and secondary data analysis, to document characteristics and to identify patterns and trends within the data. By providing a detailed snapshot, descriptive research builds a solid foundation for further analytical or experimental investigation into the underlying causes and relationships within communication and social behavior.

179. (B) P-2, Q-1, R-3, S-4
In an experimental research design, each term has a specific role. The independent variable is the factor being manipulated, such as exposure to a violent versus non-violent film. The dependent variable is the measured outcome, like the level of aggression after viewing. The experimental group is the one that receives the specific treatment of interest, while the control group serves as a baseline for comparison by not receiving that treatment. Correctly identifying these components is essential for designing rigorous experiments that can effectively test cause-and-effect hypotheses and provide clear evidence for the relationships being investigated.

180. (D) The linguistic and cultural diversity of the country.
Communication, journalism, and media research in India face a significant and unique challenge due to the immense linguistic and cultural diversity of the country. With dozens of major languages and a vast array of distinct cultural contexts, researchers must navigate complex social dynamics to produce findings that are truly representative and relevant. This diversity requires sensitive and nuanced approaches to sampling, data collection, and interpretation. While providing a rich field for study, this variety also necessitates a high level of expertise and resources to effectively capture the multi-layered and dynamic media landscape across different regions and communities in India.

181. (C) (a), (b), and (c) only
Validity is a multifaceted concept that ensures research findings are accurate and meaningful from different perspectives. Internal validity assesses the certainty of causal conclusions, while external validity evaluates the generalizability

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of findings to other settings. Construct validity checks how well a measure captures its intended theoretical concept. These three types are fundamental for evaluating the quality of any research project. While statistical validity is also important, it primarily refers to the appropriate use of statistical tests and the accuracy of the conclusions drawn from them, rather than the specific calculation of a single p-value in isolation.

182. (B) Examine the relationships among several independent and dependent variables simultaneously.
Multivariate analysis is a sophisticated statistical approach that is required when a researcher wants to investigate the complex interactions among several independent and dependent variables at the same time. This technique allows for a more realistic and nuanced understanding of social and communication phenomena, where many factors often work together to produce a particular outcome. By accounting for multiple variables simultaneously, multivariate analysis can identify patterns and influences that would be missed in simpler bivariate or univariate studies, providing a more comprehensive and accurate picture of the intricate relationships that shape human behavior and communication processes.

183. (D) The researcher's personal opinion
A research design is a systematic and objective plan that includes several essential components, such as the formulation of variables and hypotheses, the selection of data collection methods, and the development of a sampling strategy. These elements work together to ensure that the study is conducted rigorously and that the findings are based on empirical evidence rather than subjective bias. In contrast, the researcher's personal opinion is not a valid component of a research design. Scientific research must prioritize objectivity and transparency, ensuring that the results and conclusions are grounded in a systematic analysis of the data collected.

184. (D) Statement I is incorrect, but Statement II is correct.
Historical research is a multifaceted area of inquiry that primarily uses qualitative methods like the critical analysis of primary and secondary sources to understand the past. However, it is incorrect to say that it does not involve statistical analysis. Historical research can incorporate various quantitative techniques, such as the content analysis of historical documents to identify trends and frequencies over time. By combining both qualitative and quantitative approaches, historical researchers can gain a more comprehensive and robust understanding of the past, providing a richer and more detailed perspective on how past events and communication practices have evolved.

185. (C) Advertising and social media practices
Studying the influence of social media influencers on consumer behavior, such as teenagers' fashion choices, is a prominent area within the research of advertising and social media practices. This type of inquiry explores how new digital communication platforms and influential individuals are changing traditional notions of marketing and persuasion. Researchers in this field investigate how influencer endorsements affect brand perception and purchasing decisions, providing valuable insights for both advertisers and those interested in the social impact of digital media. This research is essential for understanding the evolving dynamics of communication and consumption in the modern, technology-driven world.

186. (A) Ordinal
Ranking television channels by their viewership is an example of the ordinal level of measurement. At this level, data is classified into categories that have a specific rank or order, such as 1st, 2nd, and 3rd place. While the order provides information about which channel is more popular, it does not provide information about the exact mathematical distance between the ranks. For instance, the difference in viewers between the first and second channels might be much larger than the difference between the second and third. Ordinal measurement is common in media research for comparing performance across different outlets.

187. (D) It provides a tentative, testable prediction about the relationship between variables.
In the communication research process, a hypothesis serves as a tentative and testable prediction about the expected relationship between two or more variables. It is formulated before data collection begins to provide a clear and

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a research instrument, such as a questionnaire, adequately and comprehensively cover the entire scope of the concept being measured. A measure with high content validity is a representative reflection of all the dimensions of the theoretical idea it is intended to capture. For example, a test of 'media literacy' should include questions about critical thinking, technical skills, and ethical awareness. Ensuring content validity is essential for producing findings that are accurate and meaningful and that truly reflect the complexity of the phenomenon under study.

225. (A) Both A and R are true and R is the correct explanation of A.
The landscape of communication research in India has diversified significantly in response to the rapid growth and influence of new media technologies. While traditional research on press and broadcasting remains important, there is an increasing and vital focus on digital platforms, social media, and mobile communication practices. Researchers are exploring how these new tools are reshaping social interactions, political discourse, and cultural identities across the country's diverse population. This ongoing evolution in research methods and topics ensures that the field remains relevant and responsive to the dynamic and technology-driven nature of contemporary Indian society and media.

226. (A) Abstract ideas or concepts formulated for a scientific purpose.
In the context of scientific research, constructs are abstract ideas or conceptual elements that are intentionally created and defined to represent a specific phenomenon of interest. Constructs are used to describe complex and often non-observable traits or behaviors, such as 'intelligence', 'media literacy', or 'audience engagement'. By formalizing these concepts, researchers can develop operational definitions and measurement tools to study them empirically. Constructs are the fundamental building blocks of theoretical frameworks and are essential for the systematic and objective analysis of social and communication processes in any rigorous and well-designed research project.

227. (C) Journalism and historical research
A researcher who investigates the accuracy of news reporting during a specific historical event is engaging in both journalism and historical research. This type of inquiry involves the systematic and critical analysis of past news content to understand how information was gathered, framed, and presented to the public. By using historical methods to evaluate journalistic practices, researchers can gain valuable insights into the evolution of news standards, the impact of media on public perception, and the social and political roles of the press in different eras. This interdisciplinary approach provides a rich and detailed perspective on the history of communication.

228. (D) To provide a baseline for comparison with the experimental group.
In a classical experimental research design, the control group is a vital component that does not receive the specific treatment or intervention being tested. Its primary purpose is to provide a baseline or a point of comparison against which the results of the experimental group can be measured. By keeping all other factors the same between the two groups, researchers can more confidently attribute any differences in outcomes to the experimental treatment itself. This structure is essential for establishing a clear cause-and-effect relationship, ensuring that the results obtained are a direct consequence of the researcher's manipulation of the independent variable.

229. (A) P-2, Q-4, R-1, S-3
Correctly matching research terms to their descriptions is essential for understanding different methodological approaches. Ethnography involves the immersive study of a group in its natural setting, while surveys focus on the systematic collection of data from a sample. Analytical research uses existing information to test hypotheses and examine relationships, and historical research provides a description and interpretation of past events. Selecting the appropriate term for each research goal ensures clear communication and provides a logical framework for designing and conducting studies that effectively address the unique challenges and questions within communication and media research.

230. (B) Data privacy and the informed consent of users whose data is being analyzed.

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explanations for social and communication phenomena. Unlike experimental research, it does not always involve the direct manipulation of variables but instead relies on the rigorous analysis of data to identify patterns and trends.

194. (A) At the beginning of a campaign to help formulate strategy and objectives.
In the field of Public Relations, formative research is a vital step conducted at the very beginning of a campaign's planning phase. Its primary goal is to gather the necessary information to help practitioners formulate an effective strategy and to set clear, measurable objectives. This might include analyzing the current situation, identifying key audiences, and understanding their attitudes and behaviors. By conducting formative research, PR professionals can ensure that their campaigns are grounded in evidence and are specifically tailored to meet the needs and challenges of their clients, increasing the likelihood of a successful communication outcome.

195. (C) It allows the researcher to calculate the sampling error and make statistical inferences about the population.
The major advantage of probability sampling is its reliance on random selection, which ensures that every individual in a population has a known and non-zero chance of being included. This randomized approach allows researchers to use statistical theory to calculate the sampling error and to make accurate inferences about the characteristics of the entire population based on the data from a representative sample. In contrast, non-probability sampling lacks this randomness and therefore does not allow for the same level of statistical precision or the ability to definitively generalize findings beyond the specific group of individuals who were studied.

196. (C) (a), (b), (c), and (d) only
Essential ethical practices in research are designed to protect the rights and welfare of participants. These include obtaining informed consent, ensuring the confidentiality of data, maximizing potential benefits while minimizing harm, and disclosing any potential conflicts of interest. These principles ensure that research is conducted with integrity and respect for the individuals involved. In contrast, altering data to support a desired hypothesis is a serious form of scientific misconduct and is fundamentally unethical. Upholding rigorous ethical guidelines is essential for the credibility of the research process and for the advancement of trustworthy and reliable knowledge in the field.

197. (C) Testing the difference between the means of two groups.
A t-test is a fundamental statistical tool used in research to determine if there is a significant difference between the means, or averages, of exactly two independent groups. It assesses whether the observed variation in scores is likely due to the researcher's intervention or if it could have occurred by random chance. This test is essential in communication studies for comparing outcomes across two conditions, such as the attitude scores of people who watched a film versus those who did not. By providing a mathematical basis for comparison, the t-test helps researchers evaluate the validity of their research predictions.

198. (B) Interpret the findings, discuss their implications, and mention study limitations.
The discussion section of a research report is where the researcher moves beyond the presentation of data to interpret the findings and to explain their broader significance. This section should link the results back to the original research questions and theoretical framework, discuss the practical and theoretical implications of the work, and acknowledge any limitations that might have influenced the study. A well-written discussion provides a critical and honest evaluation of the research, offering insights into what was learned and suggesting directions for future investigation. This step is essential for communicating the value and meaning of the study.

199. (C) Statement I is correct, but Statement II is incorrect.
Computer-mediated research is a modern field that includes the systematic analysis of data from various social media platforms. However, the idea that ethical concerns like privacy and consent are irrelevant when using publicly available data is incorrect. Even in digital spaces, researchers must consider the ethical implications of their work and respect the reasonable privacy expectations

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236. (B) Triangulation
Triangulation is a robust research strategy that involves using multiple methods, data sources, or theoretical perspectives to investigate a single phenomenon. By approaching a research problem from different angles, investigators can cross-verify their findings and increase the overall credibility and validity of their conclusions. This approach helps to overcome the inherent limitations and biases of any single research method, providing a more comprehensive and nuanced understanding of complex social and communication-related issues. Triangulation is a hallmark of high-quality research, ensuring that findings are well-grounded and that the knowledge built upon them is trustworthy and robust.

237. (C) Ordinal
A Likert scale is an example of the ordinal level of measurement because it classifies responses into a specific rank or order, such as 'Strongly Agree' to 'Strongly Disagree'. While the order provides information about the intensity of an opinion, the mathematical distance between the points on the scale is not necessarily equal. For instance, the difference between 'Agree' and 'Strongly Agree' may not be the same as the difference between 'Neutral' and 'Agree'. Ordinal measurement is common in social science research for capturing people's attitudes and perceptions where a specific ranking exists but precise mathematical distance is absent.

238. (D) The research design, sample, data collection instruments, and procedure.
The methodology section is a vital part of any research report, as it provides a clear and detailed account of how the study was conducted. It must include information on the research design, the sampling strategy, the data collection instruments used, and the specific procedures followed during the study. By providing this level of detail, researchers ensure the transparency and replicability of their work, allowing others to evaluate the quality of the findings and to build upon them. A well-written methodology section is essential for the credibility of the entire research project and for the dissemination of trustworthy scientific and scholarly knowledge.

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239. (A) Participants are selected based on their easy availability and proximity.
Convenience sampling is a non-probability sampling technique where participants are selected primarily because they are easily available and accessible to the researcher. This might include students in a particular class or people who happen to be in a certain location. While convenience sampling is a quick and inexpensive way to gather data, it is prone to bias and does not ensure that the sample is representative of the larger population. Because the selection is not random, the results cannot be easily generalized with statistical precision. However, this method is often used for pilot studies or exploratory research where time and resources are limited.

240. (B) That the result is unlikely to have occurred by random chance.
In statistical data analysis, a significant result (e.g., $p < 0.05$) indicates that the observed pattern or relationship in the data is unlikely to have occurred by random chance alone. It provides evidence that the effect being studied is likely a real phenomenon within the larger population. While statistical significance is a crucial part of hypothesis testing, it does not necessarily mean that the effect is practically important or that the research hypothesis has been definitively proven to be true. Researchers must consider both statistical and practical significance when interpreting their findings and discussing the implications of their research results.

241. (D) All of the above
Research methods are designed to serve specific primary purposes within a study. An experiment is used to establish cause-and-effect relationships through controlled manipulation. A survey gathers data from a sample to generalize findings to a population. A case study provides an in-depth understanding of a specific instance or unit. Historical research aims to reconstruct and understand past events through the analysis of available evidence. Correctly matching these methods with their goals is essential for clear communication and for designing rigorous studies that effectively address the unique questions and challenges within the field of communication and media research.

206. (D) The study's findings can be generalized to other people, settings, and times.
External validity is a critical concept in research that refers to the extent to which the findings of a study can be generalized beyond the specific sample and setting of the research. A study with high external validity has results that are likely to apply to other people, different environments, and at other times. This is essential for ensuring that the knowledge gained from a research project has broader relevance and can be used to understand social and communication behavior in the real world. Researchers strive to maximize external validity through representative sampling and naturalistic research designs.

207. (A) They may not capture the full context or depth of respondents' opinions.
While surveys are a powerful and efficient tool for gathering data from large samples, a major limitation is that they often lack the depth and context of more qualitative methods. Because they rely on standardized questions and often use closed-ended response categories, surveys may not capture the full complexity or the nuanced reasons behind a person's opinion. Respondents are limited to the choices provided and cannot easily elaborate on their feelings. For this reason, researchers often combine surveys with qualitative interviews to provide a more comprehensive and well-rounded understanding of the social and communication phenomena being studied.

208. (B) Basic research aims to expand knowledge, while applied research aims to solve practical problems.
The fundamental distinction between basic and applied research lies in their primary goals and motivations. Basic research, also known as pure or fundamental research, is driven by the desire to expand human knowledge and to build or refine theoretical frameworks in a field, regardless of immediate practical utility. In contrast, applied research is more utilitarian and is specifically designed to provide practical solutions to immediate problems or to inform decision-making in the real world. Both types are important, as basic research provides the theoretical foundations that can be used to solve practical problems through applied research initiatives.

209. (B) Content analysis
To systematically investigate the news framing of a political event across multiple national newspapers, the most appropriate method is content analysis. This approach allows researchers to categorize and measure the characteristics of communication content using objective and systematic coding rules. By analyzing the language, themes, and images used in the reports, investigators can uncover patterns in how the event was portrayed and identify differences in framing between various outlets. Content analysis is an effective non-obtrusive method for studying large volumes of media data and for identifying trends and biases in media representation over time.

210. (A) Both A and R are true and R is the correct explanation of A.
Reliability and validity are essential criteria for evaluating the quality of measurement in research. Reliability refers to the consistency and stability of a measure, while validity concerns its accuracy. A measurement instrument must be reliable to be considered valid; if a tool does not produce consistent results over time, it cannot be an accurate reflection of the concept it is intended to measure. Therefore, reliability is a prerequisite for validity. Researchers must ensure that their instruments are both stable and accurate to produce findings that are trustworthy and can be confidently used to build scientific knowledge.

211. (C) A researcher conducts an in-depth, multi-faceted investigation of a single community radio station's impact.
A case study is a qualitative research method focused on providing a detailed and in-depth examination of a single, specific instance, such as a community radio station. This approach involves a multifaceted investigation using multiple sources of evidence to understand the phenomenon within its real-life context. Unlike large-scale surveys or controlled experiments, a case study provides rich and nuanced insights that capture the unique characteristics and complexities of the unit being studied. This method is valuable for developing new theories and for gaining a comprehensive understanding

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of users. Obtaining informed consent and protecting the rights and dignity of individuals remain core ethical mandates, regardless of whether the data is found in a public forum or collected through more traditional and direct research methods.

200. (A) Experimental research
To definitively determine a cause-and-effect relationship, such as the impact of a public service announcement on an individual's intention to quit smoking, experimental research is the most appropriate method. This approach involves the systematic manipulation of an independent variable (exposure to the announcement) and the careful control of other factors to observe the resulting change in the dependent variable (intention to quit). By using a controlled environment and randomly assigning participants, researchers can move beyond simple associations and gain a high level of certainty about the causal links between communication interventions and human behavior.

201. (C) Panel study (a type of longitudinal study)
A research project that tracks the media consumption habits of the exact same group of individuals over several years is a panel study, which is a specific type of longitudinal research. This approach is powerful for understanding how individuals change over time and for identifying the factors that influence those developments. By taking repeated measurements from the same participants at different stages, researchers can observe individual growth and capture the dynamics of change that are often lost in other research designs. Panel studies provide rich and detailed insights into the processes of human development and media influence.

202. (A) Appears to measure what it is supposed to measure, on the surface.
Face validity is a basic form of validity that assesses whether a measurement instrument appears to be measuring what it is intended to measure at first glance. It is an evaluation based on the surface appearance of the items and their relevance to the research goals. While face validity is not a substitute for more rigorous forms of validation like construct or content validity, it is an important initial check to ensure that the instrument is appropriate and that it will be taken seriously by respondents and other researchers who encounter the study.

203. (D) Pearson Correlation - Measuring the linear relationship between two continuous variables.
Correctly matching statistical tests with their primary purposes is essential for sound data analysis. Pearson Correlation is specifically designed to measure the strength and direction of a linear relationship between two continuous variables, such as height and weight or time spent studying and test scores. Other tests have different roles: chi-square examines associations between categorical variables, t-tests compare the means of two groups, and ANOVA compares the means of three or more groups. Selecting the right test ensures that the researcher is using the most appropriate tool to address their specific analytical questions.

204. (B) Specifying the exact procedures and measures to be used to observe it.
The process of operationalizing a construct is a vital step in research that involves translating abstract theoretical ideas into concrete, measurable actions. This means specifying the exact procedures and instruments that will be used to observe and quantify the concept in a study. For example, operationalizing 'media consumption' might involve asking participants to record the number of hours they spend on different platforms each day. Clear operationalization ensures that the research is transparent, objective, and that other investigators can replicate the study using the same criteria and methods for gathering and measuring data.

205. (C) Ratio
Asking respondents to provide their annual income in specific numerical units, like rupees, collects data at the ratio level of measurement. This level possesses all the characteristics of nominal, ordinal, and interval scales, with the addition of a true and absolute zero point. A zero value in this context represents the complete absence of income. The presence of a true zero allows researchers to perform all mathematical operations and to make meaningful statements about proportions, such as one person's income being three times larger than another's. This is the most informative level for detailed statistical analysis.

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The Mann-Whitney U test is a prominent example of a non-parametric statistical test used to compare the differences between two independent groups. Unlike parametric tests like the t-test, non-parametric methods do not require the data to follow a normal distribution or to be measured at the interval or ratio level. They are often used when data is skewed or measured at the ordinal level. Non-parametric tests are valuable and flexible tools in communication research, allowing investigators to perform robust statistical analysis even when the strict assumptions required by more traditional parametric tests are not met.

219. (D) Internet and social media practices
A study exploring the use of social media by political activists to organize and coordinate protests is a clear example of research in internet and social media practices. This area of inquiry investigates how digital communication platforms are reshaping political mobilization, social movements, and the dynamics of collective action. Researchers in this field explore how social media influences information sharing, community building, and the overall impact of digital activism on social and political change. This research is essential for understanding the evolving role of technology in modern society and its influence on contemporary communication and social processes.

220. (B) The bibliography or references
The final section of a research report is the bibliography or reference list, which provides a complete and systematic record of all the sources that were cited in the study. This section is essential for maintaining academic integrity, as it allows readers to locate the original works and to verify the information presented by the researcher. Proper referencing also acknowledges the intellectual contributions of other scholars and helps to situate the study within the broader context of existing knowledge. A well-organized bibliography is a hallmark of professional and ethical research, demonstrating the transparency and credibility of the entire investigative process.

221. (A) (a), (b), and (c) only
A good research hypothesis must possess several key characteristics to be effective. It should be clear and precise, leaving no room for ambiguity about the research goals. Most importantly, it must be testable, meaning that it can be supported or rejected through empirical observation and data analysis. A hypothesis should also state a specific relationship between two or more variables. While related to a research question, a hypothesis is a more formal and predictive statement. Avoiding complexity and multiple meanings is essential for ensuring that the hypothesis provides a clear and focused direction for the entire research project.

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222. (D) A media-specific method often used for quick polls.
An SMS survey is a specialized data collection tool that leverages mobile technology to gather quick feedback from a large number of people. It is a media-specific method often used by broadcasters and researchers for simple polls and interactive audience participation, particularly in the context of television entertainment. By allowing respondents to vote or provide brief answers via text message, these surveys provide immediate, quantifiable results. While they offer less depth than in-depth interviews, SMS surveys are an efficient and effective way to gauge public sentiment and engagement levels in a rapid and technology-driven media environment.

223. (A) It cannot be used to analyze changes or developments over time.
The primary limitation of a cross-sectional study design is its inability to track changes or developments over an extended period. Because this approach collects data at only a single point in time, it provides a 'snapshot' of the current situation but cannot show how variables evolve or what processes drive long-term trends. To understand change, researchers must use longitudinal designs that involve repeated measurements over time. While cross-sectional studies are valuable for describing current characteristics and for identifying associations between variables, they lack the temporal perspective necessary for understanding the dynamic nature of social and communication behavior.

224. (B) Adequately cover the entire scope of the concept being measured.
Content validity is a critical aspect of measurement quality, ensuring that the items in

logical direction for the study. By stating a specific claim, the hypothesis guides the researcher in selecting the appropriate methodology and analytical tools to gather empirical evidence. The goal of the research is to use this evidence to either support or reject the prediction, thereby contributing to the development of verified knowledge and the refinement of theoretical frameworks.

188. (B) Non-probability sampling
Purposive sampling is a non-probability sampling method where the researcher uses their specific judgment to select participants who have particular knowledge or characteristics relevant to the study. This approach is often used in exploratory or qualitative research where the goal is not to achieve statistical representation of a large population, but rather to gain deep, detailed insights from key informants. Because the selection is not random, the results cannot be easily generalized to the entire population with known statistical precision. However, purposive sampling is a valuable tool for gathering rich and specialized information from targeted groups of people.

189. (C) Determine the association between two categorical variables.
The chi-square test is a non-parametric statistical test commonly used in research to determine if there is a significant association or relationship between two categorical variables. For example, a researcher might use a chi-square test to see if there is a link between a person's gender and their preferred news platform. Unlike tests that compare means, the chi-square test analyzes frequencies and identifies if the observed distribution of cases across categories differs from what would be expected by chance. This test is essential for examining relationships in data measured at the nominal or ordinal level.

190. (D) Protecting the rights, dignity, and welfare of research participants.
Ethical considerations in research are primarily focused on ensuring that the entire study is conducted in a way that protects the rights, dignity, and welfare of the human participants involved. This includes principles such as informed consent, confidentiality, anonymity, and the minimization of any potential harm, whether physical, psychological, or social. Upholding these ethical standards is a fundamental responsibility of every researcher and is essential for maintaining the integrity of the research process and the trust of the public. Ethical research ensures that individuals are treated with respect and that their participation is voluntary and informed.

191. (B) (b), (a), (c), (d)
Research types can be ordered by their typical scope and level of focus. A case study is the most specific, providing an in-depth investigation of a single unit. A longitudinal study tracks changes in a specific group over time, offering more depth than a broad snapshot. A survey is more general, collecting data from a large sample to generalize across a population. Finally, a historical study is often the most macro-level, focusing on broad events and trends across large social and temporal contexts. Understanding these levels of focus helps researchers select the most appropriate scope for their project.

192. (A) Both A and R are true and R is the correct explanation of A.
Defining the research problem is the first and most critical stage of the research process. A clear and well-defined problem provides a logical roadmap for the entire study, guiding the researcher from the initial literature review to the final analysis and interpretation of data. Without a clear problem statement, a research project can easily become unfocused and produce irrelevant or confusing results. By carefully articulating what they are investigating, researchers ensure that their work is systematic, purposeful, and that it effectively addresses a specific question or gap in our understanding of communication phenomena.

193. (B) It uses existing facts or information to test hypotheses and examine relationships.
Analytical research is a type of inquiry that goes beyond simple description to examine the relationships between variables and to test specific hypotheses. It typically involves the critical evaluation of facts or information that is already available, using statistical or logical analysis to understand the 'why' or 'how' of a situation. Analytical research is a powerful tool for exploring causal links and for providing deeper

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Computer-mediated research, particularly when it involves large-scale data mining from online platforms, raises significant ethical concerns regarding data privacy and the informed consent of the individuals whose information is being used. Even if data is publicly available, researchers have a fundamental responsibility to protect the rights and dignity of the users. This includes ensuring that the data is anonymized and that the research does not cause harm or violate the reasonable privacy expectations of the participants. Navigating these ethical issues is a core responsibility for modern researchers as they utilize powerful new digital tools for communication research.

231. (B) (a), (c), and (e) only
Internet-based research tools provide a variety of digital methods for data collection that are increasingly popular in modern communication research. Key examples include online surveys using digital platforms, the analysis of data from social media sites, and digital ethnography within online communities. These methods allow researchers to reach diverse and global audiences quickly and efficiently. In contrast, traditional face-to-face interviews and telephone surveys are not considered internet-based tools, as they do not rely on digital platforms for the primary data collection process. Understanding these diverse digital options is essential for conducting rigorous and relevant research in a technology-driven world.

232. (A) Both (A) and (C) are correct.
In the context of research measurement, reliability and validity are related but distinct concepts. Reliability refers to the consistency of a measure, while validity concerns its accuracy. A measurement instrument must be reliable to be valid; if it doesn't produce consistent results, it cannot be accurate. Therefore, a valid measure is always reliable. However, the reverse is not true: a measure can be highly reliable (consistent) without being valid (accurate). Reliability is a necessary foundation for validity, but it is not sufficient on its own to guarantee that an instrument is truly measuring what it is intended to measure.

233. (C) Research in magazines
Research that focuses on the audience of a particular publication, including their demographics, interests, and reading habits, falls under the category of research in magazines. This type of inquiry is essential for publishers as they seek to understand their readers and to tailor their content and advertising to meet their specific needs and preferences. Research in magazines use a variety of both quantitative and qualitative methods, such as surveys and focus groups, to provide actionable insights for practitioners and to contribute to the overall understanding of media consumption and the role of print and digital publications in modern society and communication.

234. (D) Statement I is incorrect, but Statement II is correct.
In a quasi-experimental design, the researcher lacks full control over the random assignment of subjects to different conditions, which distinguishes it from a true experimental design. Quasi-experiments are often used in real-world settings where randomization is not feasible or ethical, such as studying pre-existing groups in a school or workplace. While quasi-experiments still involve the manipulation of an independent variable, the lack of random assignment limits their internal validity and the certainty with which causal conclusions can be drawn. Despite these limitations, they are a valuable tool for conducting research in practical and naturalistic social environments.

235. (D) Audience participation data for GEC research
The method of voting for contestants on a television reality show via SMS is a form of real-time audience participation data widely used in research on general entertainment content (GEC). These interactive tools allow broadcasters to engage directly with their viewers and to collect quantifiable information on their preferences and behaviors. For researchers, this data provides immediate insights into audience engagement levels and the success of different programming elements. This media-specific approach leverages mobile technology to capture contemporary media consumption patterns and is essential for understanding the dynamic relationship between television producers and their increasingly active and connected audiences.

of specific social and communication-related situations and outcomes.

212. (D) Selecting a starting point at random and then choosing every kth element from a list.
Systematic sampling is a probability sampling method that involves selecting a starting point at random from a complete list of the population (the sampling frame). The researcher then selects every kth element from the list until the desired sample size is reached. For example, if a researcher wants a sample of 100 from a list of 1,000, they would choose every 10th person. This method is efficient and easy to implement while still ensuring that the sample is representative of the larger population, provided there is no hidden pattern or order in the original list.

213. (C) Who administers and fills out the instrument.
The primary difference between a schedule and a questionnaire lies in the method of administration and who actually records the data. A schedule is a set of questions that is read to a respondent by a researcher or enumerator, who then fills out the instrument personally. In contrast, a questionnaire is a self-administered tool that is given to the respondent to complete independently. While both are used to gather standardized information, schedules often allow for higher response rates and the opportunity to clarify any misunderstandings during the data collection process, particularly in face-to-face or telephone-based research.

214. (B) Summarize the key findings and reiterate the study's main contribution.
The conclusion of a research report serves to bring the entire study to a logical close. It should concisely summarize the most significant findings and reiterate the main contribution of the research to the field of study. The conclusion should not introduce new data or analysis but should focus on synthesising what has been learned and discussing its broader implications. By providing a clear and final perspective on the research problem, the conclusion helps the reader to understand the value of the work and provides a sense of closure to the systematic process of scientific inquiry.

215. (D) Research in magazines
A study focused on the effectiveness of a specific graphic design for a magazine cover falls under the area of research in magazines. This type of inquiry investigates how various visual and editorial elements influence reader attention, perception, and satisfaction. By evaluating the design, magazine publishers can identify the most effective ways to attract their target audience and to communicate their brand identity. Research in magazines uses a variety of methods, including surveys, focus groups, and visual tracking, to provide practical insights that can be used to improve the design and the overall success of the publication.

216. (A) The probability of observing the collected data (or something more extreme) if the null hypothesis were true.
In the context of statistical hypothesis testing, the p-value is a critical number that helps researchers determine the significance of their findings. It represents the probability of obtaining the observed results, or even more extreme results, assuming that the null hypothesis (which states there is no effect) is actually true. A low p-value (typically below 0.05) suggests that the observed pattern is unlikely to be due to random chance, leading the researcher to reject the null hypothesis. The p-value provides a standardized way to evaluate the strength of the evidence in favor of a research hypothesis.

217. (A) Both Statement I and Statement II are correct.
Positivist and interpretive approaches are two fundamental philosophical perspectives in communication research. The positivist approach is grounded in the belief that social phenomena can be studied using the same objective and quantitative methods as the natural sciences, focusing on measurement and predictability. In contrast, the interpretive approach emphasizes the importance of understanding the subjective meanings and social contexts that people attach to their communication experiences. Both perspectives provide valuable and complementary ways to investigate communication and media, offering different insights into the complex and multifaceted nature of human interaction and social reality.

218. (A) Mann-Whitney U test

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242. (A) Operationalization
Operationalization is the critical process of translating abstract theoretical concepts into concrete, observable, and measurable variables for a research study. This involves specifying the exact procedures and instruments that will be used to quantify the concept in a practical way. For example, operationalizing 'media literacy' might involve creating a specific set of questions to test an individual's ability to analyze media messages. Clear operationalization is essential for ensuring that the research is transparent, objective, and that other investigators can replicate the study using the same criteria and methods for gathering and measuring research data.

243. (C) Applied research
Copy testing is a form of applied research that investigates the potential effectiveness and impact of specific advertising messages before they are fully released. This type of inquiry provides immediate, actionable insights that can be used to refine advertisements and to ensure they resonate with their target audience. Applied research is driven by the need to solve practical problems and to improve organizational performance in the real world. By conducting copy testing, advertisers can make informed decisions based on empirical evidence, which increases the likelihood of a successful communication outcome and contributes to the overall success of their marketing and promotional campaigns.

244. (A) Both A and R are true and R is the correct explanation of A.
The introduction of the internet has significantly changed the landscape of journalism research by creating new phenomena and challenges for study. Researchers now investigate topics like citizen journalism, the spread of misinformation online, and the changing economics of digital news platforms. These developments have necessitated new theoretical frameworks and innovative research methods to understand how information is produced and consumed in an increasingly digital and connected world. The ongoing technological shift continues to open up new areas of inquiry, ensuring that journalism research remains a dynamic and relevant field of study that addresses the most pressing issues in contemporary media and communication.

245. (C) The people who do not respond to the survey are systematically different from those who do.
Non-response bias occurs in survey research when there is a significant and systematic difference between those who choose to participate in a study and those who do not. This can lead to distorted findings, as the responses gathered may not accurately reflect the views or characteristics of the entire population. For example, if only highly motivated or opinionated people respond to a survey, the results will be biased toward their perspectives. Researchers use various strategies to minimize non-response bias, such as offering incentives, sending reminders, and carefully designing their surveys to encourage participation from all segments of the targeted sample.

246. (B) Predictive validity
Predictive validity is a specific type of validity concerned with a measurement instrument's ability to accurately predict a future outcome or behavior. For example, a test designed to measure media literacy has high predictive validity if people who score well on it are later found to be more critical consumers of news. This form of validity is essential for evaluating the practical utility of a measure and for ensuring that the research results can be used to make informed predictions about future trends. Ensuring predictive validity helps to demonstrate the relevance and value of a research study for real-world communication and media practices.

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247. (D) Mixed-methods approach
A mixed-methods approach is a research strategy that combines both quantitative and qualitative methods within a single study. By integrating different types of data, such as survey results and in-depth interview findings, researchers can gain a more comprehensive and well-rounded understanding of a phenomenon. This approach allows for the strengths of one method to compensate for the weaknesses of another, providing a richer and more nuanced perspective on complex social and communication-related issues. Mixed-methods research is a hallmark of high-quality inquiry, ensuring that findings

are well-grounded and that the knowledge built upon them is robust, detailed, and trustworthy.

248. (A) Interpersonal, verbal interaction.
The primary difference between an interview and a questionnaire is the interpersonal and verbal nature of the interview process. In an interview, the researcher interacts directly with the respondent, which allows for more detailed probing and clarification of answers. This verbal communication can uncover rich, qualitative insights into a person's feelings and experiences that are often missed by a self-administered questionnaire. While questionnaires are more efficient for gathering data from large samples, interviews are an essential tool for qualitative research where the goal is to achieve a deep and nuanced understanding of human behavior and communication processes through direct and personal interaction.

249. (C) Cross-sectional study
Longitudinal studies are research designs that involve repeated measurements or observations over an extended period. Key types include trend studies, cohort studies, and panel studies, all of which track changes over time. In contrast, a cross-sectional study is not a type of longitudinal study because it collects data at only a single point in time, providing a 'snapshot' of the situation. While cross-sectional studies are valuable for describing current characteristics and for identifying associations between variables, they lack the temporal perspective that is essential for understanding the dynamic nature of social and communication behavior and for tracking long-term developments and trends.

250. (A) The benefits and burdens of research are distributed fairly among the population.
Justice is a core ethical principle in research that requires investigators to ensure that the benefits and the burdens of their study are distributed fairly among all segments of the population. This means that no single group should be unfairly excluded from the potential benefits of research or unfairly subjected to its potential risks. This principle is particularly important when working with vulnerable or marginalized communities. Upholding justice is essential for maintaining the ethical integrity of the research process and for ensuring that scientific and scholarly work contributes to the overall well-being of society in a fair, equitable, and respectful manner.

251. (B) A concept is a general idea from instances, while a construct is a theoretical abstraction for research.
In communication research, a concept represents a general idea derived from specific observations or instances. A construct differs by being a highly abstract and theoretical creation that is not directly observable.

It is specifically designed for a research purpose, such as measuring credibility or loyalty, requiring operational definitions to be useful in systematic inquiry.

252. (A) Problem formulation, literature review, research design selection, data analysis.
The communication research process follows a structured sequence to ensure academic rigor. It typically begins with identifying and formulating the research problem while contextualizing the study through a thorough literature review.

This leads into the selection of an appropriate research design and eventually proceeds through data collection and subsequent analysis for meaningful interpretation of findings within the field.

253. (C) influences all subsequent stages of the research process.
The chosen research approach, whether positivist, interpretivist, or critical, serves as the foundational framework for any investigation. It dictates how constructs are defined and determines the specific research questions asked.

Consequently, this selection influences all subsequent stages of the research process, including method selection and data interpretation, ensuring the entire study maintains internal theoretical and methodological consistency.

254. (D) The concept of 'audience engagement' on social media.
A construct is a theoretical abstraction that cannot be observed directly and must be measured through specific indicators. Concepts like physical sales volume or advertisement duration are direct empirical observations.

In contrast, audience engagement represents a complex, multi-dimensional idea developed for

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research purposes, making it a classic example of a construct used in systematic communication studies.

255. (C) Positivist and interpretivist approaches have fundamentally different research goals.
Different research approaches in communication studies are distinguished by their underlying philosophies and objectives. Positivist researchers typically search for objective and generalizable laws while analyzing various communication phenomena in research.

On the other hand, interpretivist and critical approaches prioritize understanding subjective meanings and social power structures. These paradigms possess fundamentally different goals which determines their unique investigative focus.

256. (B) The random assignment of subjects.
The presence of random assignment is the critical factor distinguishing classical experimental designs from quasi-experimental ones. While both involve independent variable manipulation, classical experiments rely on randomization to ensure group equivalence.

Quasi-experiments are used when randomization is not feasible, which affects the researcher's ability to establish definitive causality. This design is often more practical for research in real-world settings.

257. (D) To act as a framework for the entire process of data collection and analysis.
A research design functions as the architectural blueprint for a communication study. It provides a comprehensive framework that guides the entire investigative process, from initial data collection through to final analysis.

By outlining the structure of the study, it ensures that the research effectively addresses the initial problem while maintaining the integrity and validity of the final scholarly findings.

258. (A) It is a specific, testable prediction about variable relationships.
Within a research design, a hypothesis serves as a clear and testable prediction regarding the relationship between two or more variables. It is formulated based on theory or prior observation.

Researchers use the hypothesis to focus their data collection efforts and apply statistical tests to evaluate the predicted outcomes. It acts as a bridge between theoretical ideas and empirical testing.

259. (C) Because real-world settings may prevent the random assignment of subjects.
Researchers often select quasi-experimental designs when conducting studies in complex, real-world settings where random assignment of subjects is impossible or unethical. This choice allows for valuable data collection in environments.

Although the lack of randomization compromises the strength of causal inferences, it more accurately reflects actual human communication behaviors and social interactions occurring in natural and unconstrained social settings.

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260. (A) measurable attribute that can change.
In the context of scientific inquiry, a variable is defined as any characteristic, attribute, or property that can be measured and is capable of change. Variables are the building blocks.

These elements must be clearly operationalized to ensure consistent and reliable measurement throughout the entire research study. They allow researchers to observe how different factors interact or influence one another.

261. (D) Longitudinal study.
A study that tracks the same group of individuals over a long period to observe changes or developments is classified as a longitudinal study. This allows for identifying patterns.

By surveying students annually for a decade, researchers can identify patterns of change in political opinions over time. This approach provides unique insights into temporal dynamics and long-term effects.

262. (B) To expand theoretical knowledge about communication processes.
Basic research is primarily motivated by the goal of expanding the existing body of knowledge within a field. It focuses on developing and refining theoretical frameworks and understanding fundamental processes.

Unlike applied research, basic research does not seek immediate solutions to specific practical problems but provides the theoretical foundation

upon which many practical and commercial applications are eventually built.

263. (C) Analytical research seeks to explain relationships between variables, while descriptive research focuses on documenting characteristics. Descriptive research focuses on systematically documenting the characteristics of a population or phenomenon by answering questions of what, where, and when. Analytical research goes a step further by seeking mechanisms.

It achieves this by examining the relationships between different variables to provide a deeper understanding of communication patterns. This approach moves beyond simple documentation to provide more complex explanatory insights.

264. (D) A case study.
When a researcher performs an intensive and in-depth investigation of a specific, single unit—such as a specific social movement—the method is referred to as a case study. This approach.

It allows for a holistic understanding of complex communication strategies within a particular context. This provides rich, detailed insights that broader, large-scale studies might overlook during the research process.

265. (A) Applied research.
Applied research is specifically designed to address practical challenges and facilitate informed decision-making in real-world environments. A project commissioned by a corporation to optimize its product messaging is an example.

The goal is to produce actionable results that can immediately improve communication effectiveness rather than solely contributing to abstract theoretical knowledge or academic discourse within the broader research community.

266. (B) Framing analysis.
Framing analysis in journalism research involves examining how media outlets organize and present information to influence audience perception. By identifying specific patterns in how political issues are portrayed in news.

Researchers can uncover the underlying perspectives or biases being promoted. This method helps explain the construction of social reality through the strategic selection and emphasis of information in journalism.

267. (B) It is strategically linked to the management of communication campaigns.
Research within the field of Public Relations is characterized by its strategic nature, directly supporting the management of communication initiatives. It spans the entire life cycle of a campaign phase.

This practical orientation ensures that PR efforts are based on empirical evidence, allowing for the effective management of reputation, stakeholder relations, and organizational communication through formative and evaluative studies.

268. (A) Copy testing.
Copy testing is a specialized research method used in advertising to evaluate the potential effectiveness of a commercial or advertisement before it is widely broadcast. By testing different message versions.

Researchers can determine which approach generates the most favorable response. This process helps minimize financial risk and ensures that messaging resonates with target consumers before the actual media launch.

269. (C) assessing the overall impact and effectiveness of a completed campaign.
Evaluative research is conducted after the completion of a Public Relations campaign to measure its overall impact and effectiveness. It focuses on determining whether the campaign achieved its intended goals.

This stage is crucial for accountability and learning, providing data on metrics such as change in public perception or awareness resulting from the implementation of a strategic communication program.

270. (D) What is the impact of a new ad campaign on consumer purchase intent?
Advertising research is primarily concerned with understanding consumer behavior and evaluating the effectiveness of persuasive messaging. Investigating the impact of an advertisement on purchase intent is a core research objective.

Such inquiries help practitioners define target demographics and refine media planning strategies to achieve specific commercial goals, such as increasing brand recall or driving sales through targeted audience communication.

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271. (C) Auteur theory.
Auteur theory is a qualitative research approach in cinema studies that views the director as the primary creative force behind a film. It involves analyzing recurring themes and visual styles.

This method seeks to identify the unique artistic signature and personal vision that defines the director's contributions. It interprets films as cultural artifacts that reflect a specific creator's artistic intent.

272. (B) The effectiveness of animation in improving information retention.
Research in the field of animation and graphics explores how visual elements influence the viewer's mental processes. One specific area of inquiry is the cognitive impact of different animation styles.

These studies investigate effectiveness in enhancing information retention, providing evidence-based insights into how to design visual narratives that facilitate learning in educational, commercial, or persuasive communication contexts.

273. (D) how different viewers interpret and make meaning from a film.
An audience reception study focuses on the active role of the viewer in the communication process. In cinema research, this method aims to understand how diverse individuals make meaning.

By studying viewers from various social and cultural backgrounds, researchers recognize that meaning is not just embedded in the film text but is negotiated by the audience during the viewing experience.

274. (A) Research on General Entertainment Content (GEC).
Research concerning General Entertainment Content involves the systematic analysis of how audiences interact with popular television programming like daily soap operas and reality shows. This field examines viewing patterns and preferences.

Such studies are essential for broadcasters to align their programming with audience interests. They explore the social impact and popularity of content while maximizing engagement within the unique television medium.

275. (C) the adaptation of general principles to medium-specific characteristics.
Research across cinema, animation, and television is characterized by the adaptation of foundational communication research principles to the specific needs of each medium. Each format possesses unique technological and narrative qualities.

Tailoring investigative methods ensures that the research remains relevant to the particular characteristics and social functions of different types of media, acknowledging the institutional demands of each specific communication medium.

276. (A) Social media practices.
Investigating the spread of misinformation or "fake news" on digital platforms is a primary focus within the study of social media practices. These inquiries examine the dynamics of information travel.

Such research often requires innovative methodologies to handle large volumes of real-time data. It aims to understand the complex social interactions and digital identity formation occurring in fluid online spaces.

277. (D) It deals with the developmental and cognitive effects on a vulnerable audience.
Research on children's media is considered highly sensitive because it examines the potential developmental and cognitive effects of content on a vulnerable young audience. It addresses critical issues like online safety.

Because media can significantly influence social and psychological development, these studies require specialized ethical considerations. They assess content appropriateness and the effectiveness of educational media for young and developing audiences.

278. (A) Research in the specific Indian context.
Studies focusing on the Indian context examine the interaction between global media practices and local socio-cultural environments. Analyzing how an Indian magazine frames gender issues compared to international counterparts explores this.

This type of research is vital for understanding how cultural nuances influence the interpretation of media forms. It explores how global practices

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are adapted within the unique social landscape of India.

279. (C) Analysis of readership demographics and editorial content.
In the study of traditional print media like magazines, researchers frequently conduct content analyses of both editorial and advertising material. They also focus on identifying the demographics and psychographics of readers.

These investigations help publishers understand their audience while tracking the medium's transition to digital platforms. This ensures the content remains relevant in an evolving and increasingly competitive digital media landscape.

280. (D) the need to analyze large, dynamic datasets.
The necessity for innovative methods in internet and social media research stems from the dynamic and vast nature of digital data. Traditional research tools may be insufficient for tracking interactions.

Innovation allows researchers to effectively map online communities and study digital phenomena that change rapidly. This is essential for analyzing large datasets generated across interconnected and global technological communication platforms.

281. (A) Reliability.
Reliability refers to the consistency and stability of a measurement tool over time. When a research study or instrument produces similar results under identical conditions, it is considered to be reliable.

This quality ensures that the data collected are not the result of random errors. It guarantees that the measurement process is dependable, which is essential for establishing the credibility of findings.

282. (B) Probability sampling.
To generalize findings from a sample to an entire population, such as a university's student body, researchers must use probability sampling techniques. These methods ensure every individual has a known chance.

This random selection process reduces bias and provides the statistical basis required to make accurate inferences about the larger group. It is a fundamental requirement for achieving external validity in quantitative research.

283. (C) To combine multiple indicators into a composite measure of a construct.
Scaling techniques are used to measure complex constructs that cannot be captured by a single question or observation. By combining multiple indicators into a single numerical score, researchers create composite measures.

This approach allows for a more nuanced and accurate measurement of abstract ideas like attitudes or beliefs. It enables the quantification of multi-dimensional concepts that are central to communication research inquiry.

284. (D) Validity.
Validity is the degree to which a tool accurately measures the specific concept it was designed to investigate. If a questionnaire intended to measure political apathy actually measures knowledge, it lacks validity.

While the tool might be reliable in producing consistent scores, it fails its primary purpose of capturing the correct theoretical construct. This discrepancy compromises the overall integrity and accuracy of the research.

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285. (C) Probability sampling uses random selection, while non-probability sampling does not.
The fundamental difference between sampling methods lies in the selection process. Probability sampling uses random selection, ensuring every unit has a known and non-zero chance of being included, allowing for generalization.

Non-probability sampling relies on non-random methods like convenience. While non-random selection is often more practical or easier to implement, it limits the findings' generalizability to the broader population being studied.

286. (D) Ethnography.
Ethnography is a research method characterized by the long-term immersion of the researcher within a specific community. By living among the people being studied, the researcher gains an "insider" perspective on patterns.

This qualitative approach provides deep, contextual insights into the daily lives and cultural practices of the group. It is uniquely capable of capturing nuanced communication

behaviors through direct and prolonged social engagement.

287. (C) The researcher's presence may alter the behavior of the subjects.
A significant drawback of obtrusive data collection techniques is the potential for reactivity, where participants alter their natural behavior because they know they are being observed. This can compromise research data.

Whether through interviews or direct observation, the presence of the researcher can lead subjects to act differently. This phenomenon may influence the authenticity and validity of the results gathered during the study.

288. (A) A schedule is used in interviews, while a questionnaire is often self-administered in surveys.
In communication research, a schedule is an instrument used by an interviewer to guide a structured conversation with a participant. In contrast, a questionnaire is typically a self-administered tool for survey respondents.

The primary difference lies in the mode of administration and the level of researcher involvement during data collection. Both tools are essential for gathering self-reported data within structured and systematic research designs.

289. (D) Diary method.
The diary method is a data collection tool that requires participants to keep a regular record of their experiences, thoughts, or behaviors over a specific timeframe. This approach provides longitudinal data.

It is particularly useful for tracking daily habits, such as media consumption patterns, from the participant's own perspective. This method captures rich, contextual information that might be difficult to recall during interviews.

290. (A) Non-obtrusive technique.
Non-obtrusive techniques involve gathering information without direct interaction with the subjects, thereby ensuring they are unaware of being studied. Analyzing public records allows researchers to gauge sentiment without influencing the authors.

This method minimizes the risk of reactivity and provides a more natural reflection of public discourse. It is an effective way to collect data from public records, documents, or physical artifacts.

291. (C) To predict election outcomes by surveying voters just after they have voted.
Exit polls are specialized surveys conducted immediately after individuals have cast their votes. Their primary purpose is to predict the outcome of an election before official results are announced by the authorities.

By interviewing people at the polling station, researchers gather data on how different demographics voted. This provides immediate insights into voting behavior and the factors that influenced the choices made by the electorate.

292. (A) A rapid and direct means of reaching an audience.
Telephone and SMS surveys are valued in communication research for their efficiency and speed. They provide a rapid and direct means of reaching a diverse and broad audience across different geographical areas.

While they have limitations regarding sample representation, their ability to capture immediate responses from large groups of people is a significant advantage. This makes them ideal for time-sensitive public opinion research.

293. (D) Audience preference and engagement with GEC.
In the context of General Entertainment Content, voting via SMS or mobile apps allows viewers to participate directly in television programs. This mechanism provides a direct measure of audience preference and engagement.

Although the sample is self-selected, it offers valuable real-time feedback on the popularity of contestants. This level of interaction is a key metric for evaluating viewer interest in popular media content.

294. (D) potential biases related to sampling and technology access.
A primary limitation of technology-mediated research methods, such as internet or SMS surveys, is the potential for sampling bias. Not all segments of the population have equal access to the necessary technology.

This digital divide can lead to the exclusion of certain demographic groups, which affects the representativeness of findings. Researchers must

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be mindful of how technology access influences the diversity of their samples.

295. (C) Through surveys, often conducted via telephone, on a specific issue.
Opinion polls are structured surveys designed to measure the public's views on specific issues, policies, or political candidates. They are frequently conducted over the telephone to reach a representative population sample.

These polls provide a snapshot of public sentiment at a particular point in time. This helps researchers and organizations understand broad social trends and collective attitudes regarding significant or controversial social topics.

296. (D) To determine if the research results are likely due to something other than random chance.
Tests of significance are statistical procedures used to evaluate the results of a study. Their purpose is to determine whether findings are statistically meaningful or if they occurred by random chance alone.

By calculating the probability of the results, researchers can decide whether to accept or reject their hypotheses with confidence. This ensures that the conclusions drawn are supported by rigorous statistical evidence.

297. (A) Multivariate analysis.
Multivariate analysis is a statistical technique used when a researcher examines the relationships between three or more variables simultaneously. Studying how media consumption and political affiliation interact requires this approach.

It allows for a more complex understanding of communication phenomena by accounting for multiple factors. This method provides a realistic view of how various elements work together to influence specific social behaviors.

298. (B) Ethical considerations and writing research reports.
Avoiding plagiarism is a fundamental ethical requirement in the research process. It involves the proper attribution of all ideas and text taken from other sources through correct citation in the final report.

Ensuring academic integrity is essential when writing research reports. This practice protects intellectual property and maintains the honesty necessary for the advancement of scholarly knowledge within the global academic and professional community.

299. (C) the data's characteristics, such as its level of measurement.
The selection between parametric and non-parametric statistical tests is primarily determined by the characteristics of the data collected. Factors such as the level of measurement and distribution are critical considerations.

Parametric tests have stricter assumptions about the data's distribution, whereas non-parametric tests are used for less structured data. Choosing the correct test is essential for ensuring the accuracy of the statistical analysis.

300. (A) The writing of a transparent research report.
The final stage of the research process is the meticulous writing of a comprehensive research report. This document must transparently detail the study's methodology, findings, and any limitations encountered during the investigation.

By reporting results in an honest manner, researchers contribute to the collective body of scholarly knowledge. This allows other scholars to evaluate, replicate, or build upon their work in a verifiable way.

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